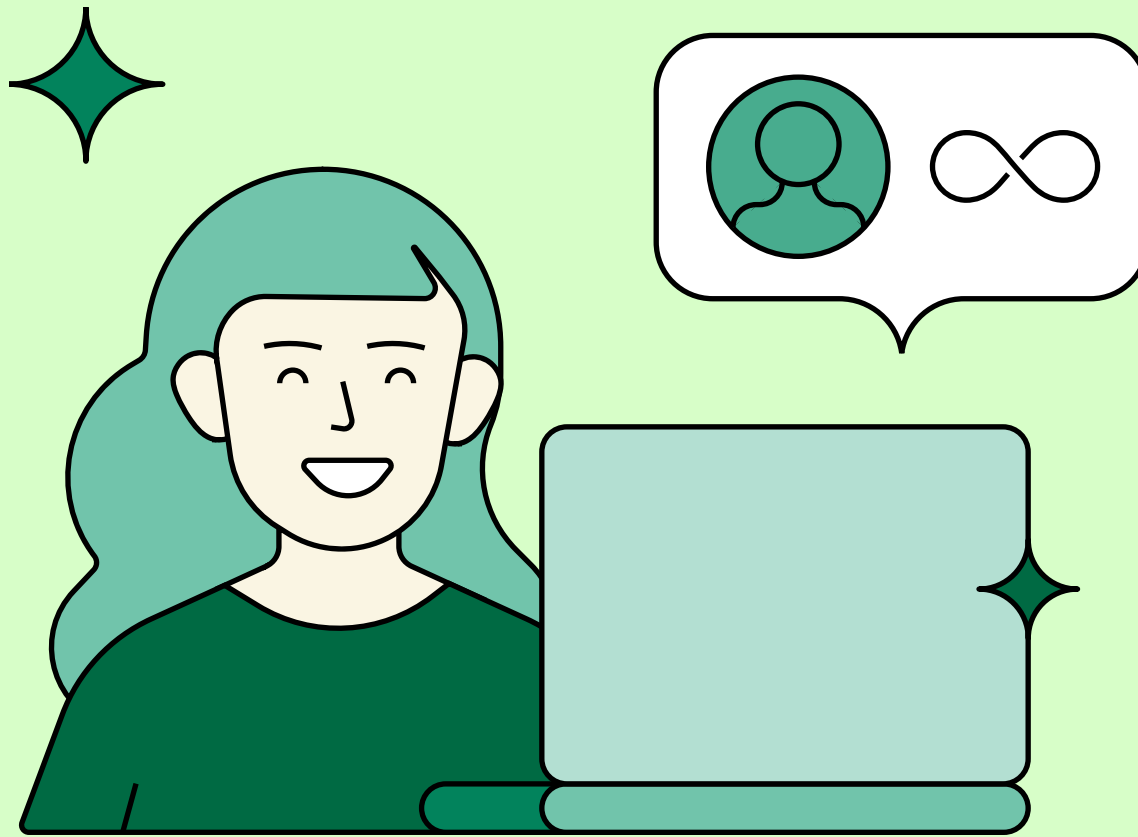


Brevo

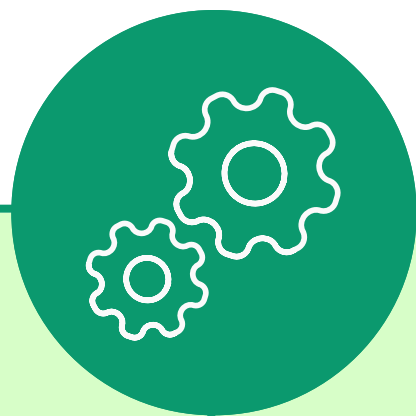


The Loyalty Barometer

Survey on the Behaviors and Perceptions of
French Population Towards Loyalty Programs

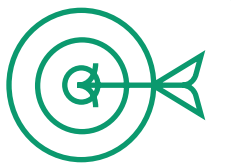
A survey *ifop* for Brevo

Methodology





The survey was conducted with a sample of 1,000 people, representative of the French population aged 18 and over.



The representativeness of the sample was ensured by the quota method followed by an adjustment to be representative of the French population aged 18 and over according to socio-demographic criteria (gender, age, occupational category, UDA region, and type of agglomeration).



The surveys were conducted online in May 2024.

Summary

Introduction	04
Membership in Loyalty Programs	06
Business Sectors and Loyalty Accounts	09
Information and Perception of Loyalty Program Benefits	12
The Usefulness of Mobile Wallets for Storing Digital Loyalty Cards	14
Use of Digital Cards	17
Conclusion	20

Introduction



Welcome to this barometer on loyalty programs in France!

In a competitive environment where customer retention has become a major challenge, loyalty programs are essential tools for enhancing consumer engagement and satisfaction.

Through this study conducted in partnership with IFOP, you will discover quantitative data and key insights into consumer behavior and their perceptions of loyalty programs.



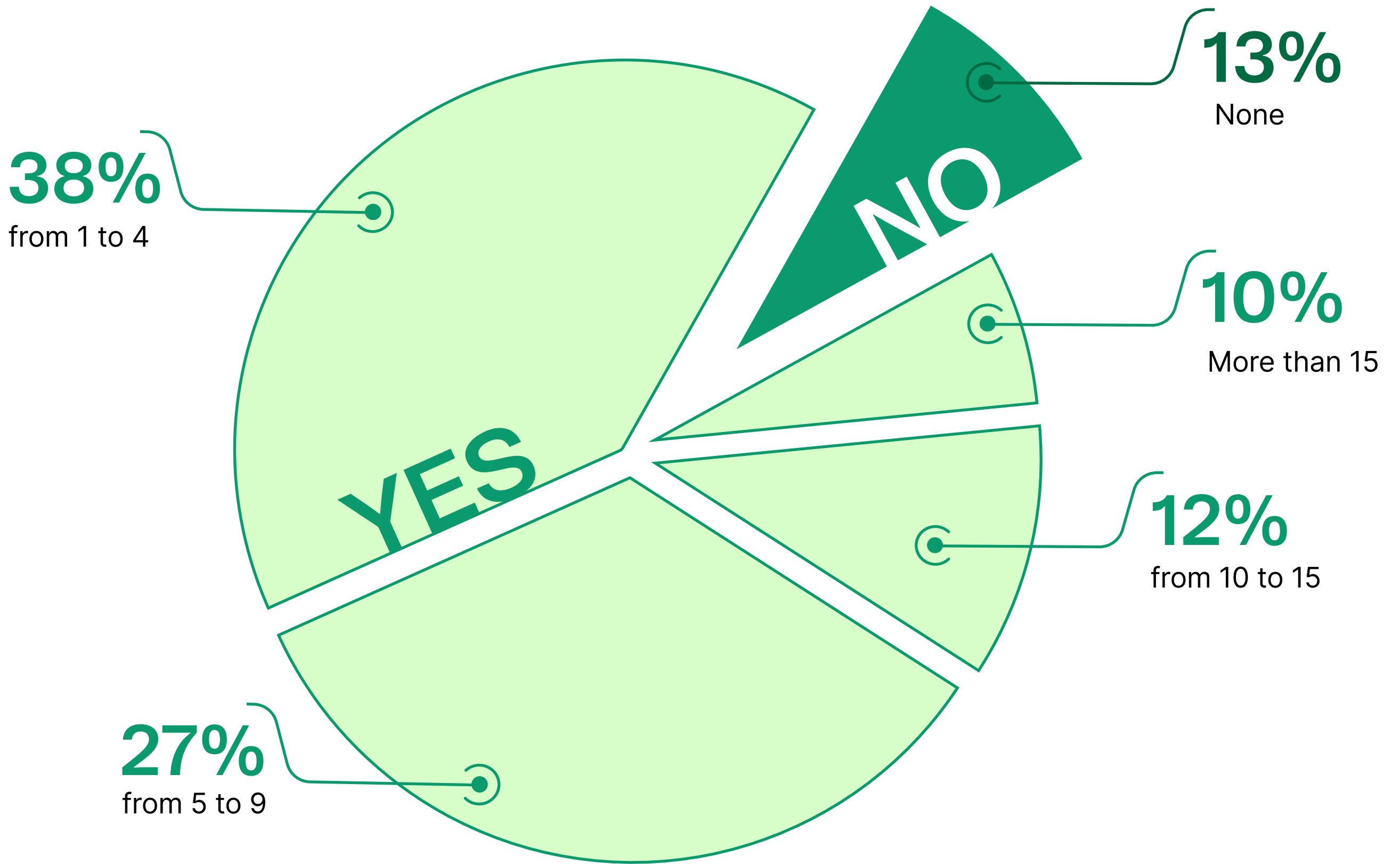
With how many brands do you estimate you have joined a loyalty program? In what types of sectors do you hold loyalty accounts? Are you aware of all the benefits offered by your loyalty programs? These are some of the questions that will help you analyze the popularity of loyalty programs among the French.

Enrollment in Loyalty Programs





With how many brands do you estimate you have joined a loyalty program?



87%

of the French are enrolled in at least one brand's loyalty program

Enrollment in loyalty programs is common among the French.

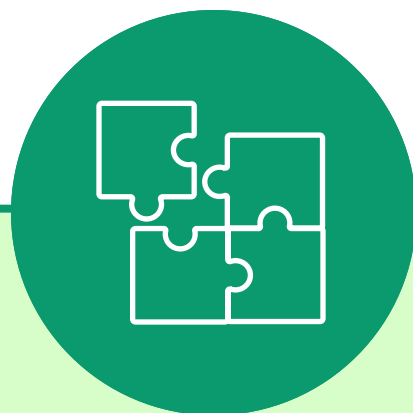
Nearly
90% of the French are enrolled in a loyalty program!

38% of respondents are enrolled in between 1 and 4 programs, and only 10% are enrolled in more than 15 programs, indicating that the French remain selective in their choice of loyalty program membership.

These data highlight the importance for brands to develop and promote attractive loyalty programs tailored to the needs of their customers. According to the Harvard Business Review, **retaining an existing customer costs 5 to 25 times less than acquiring a new one**, making it an essential strategy for maintaining long-term engagement.

Furthermore, a specific segment of the population, women, shows notable engagement with loyalty programs. Indeed, **one-third of women are members of 5 to 9 loyalty programs**, indicating a stronger tendency to accumulate loyalty cards and take advantage of the benefits offered by different brands.

Business Sectors and Loyalty Accounts





In which types of sectors do you hold a loyalty account?



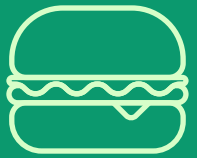
Hypermarkets and Supermarkets

94%



Fashion and Ready-to-Wear

59%



Restaurants

40%



Leisure

37%



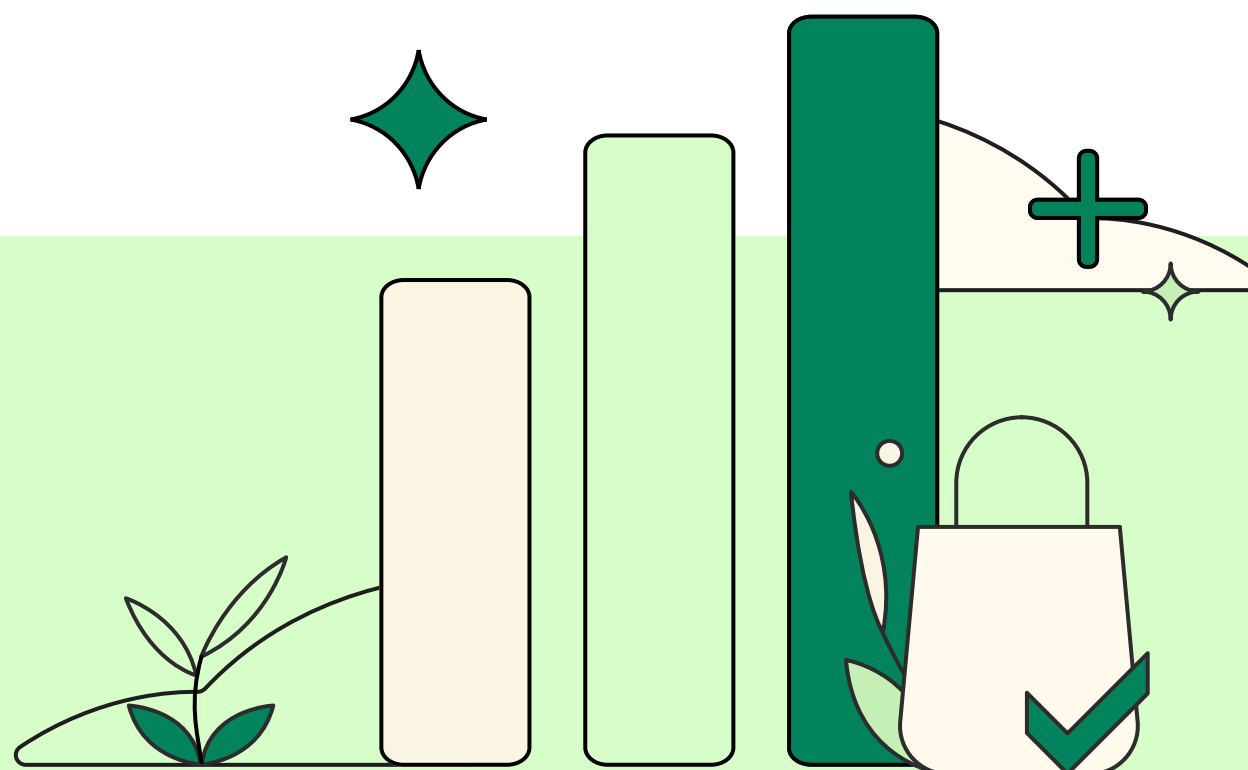
Transports **10%**

Loyalty Programs: Retail and Fashion Sectors Lead in Memberships

The sectors with the highest loyalty program membership include **hypermarkets and supermarkets, with an impressive 94% membership rate**, followed closely by the **fashion and ready-to-wear sector at 59%**. The restaurant and leisure sectors also have notable membership rates, **at 40% and 37% respectively**.

In the fashion and ready-to-wear sector, **72% of consumers aged 25 to 34 and 73% of women hold a loyalty account**. This trend reflects a strong interest in the specific benefits offered by fashion retailers, which may include exclusive discounts, special offers, and invitations to private events.

These figures illustrate **the relevance of loyalty programs as value-added tools**, not only by providing tangible benefits to consumers but also by strengthening their **emotional connection and engagement with the brand**.

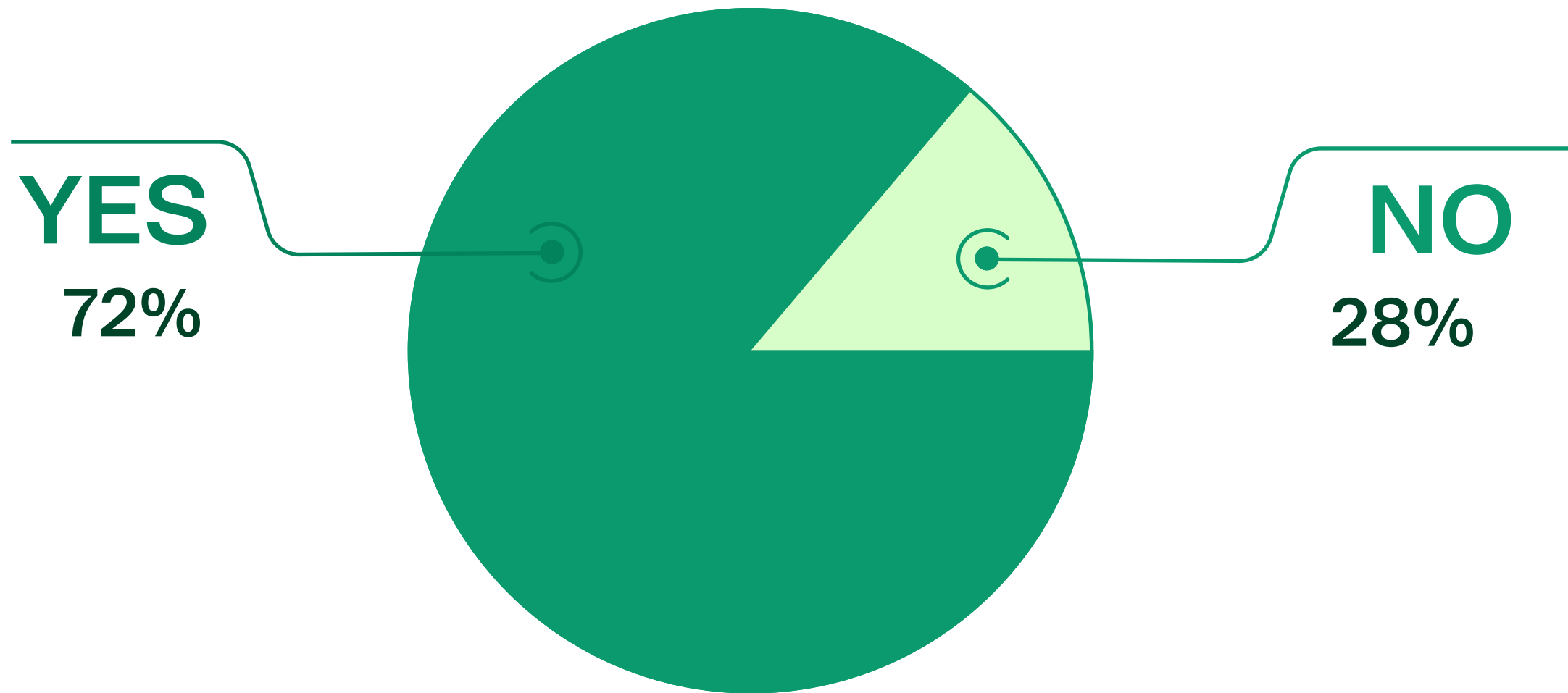


Information and Perception of Loyalty Program Benefits





Are you aware of all the benefits offered by your loyalty programs (accumulated points, available vouchers, exclusive offers, etc.)?



An impressive majority of **72% of loyalty program members are well informed about the benefits they can receive**, such as point accumulation, vouchers, and exclusive offers. Tools like mobile wallets, increasingly used by brands, effectively inform consumers about their loyalty data through push notifications.

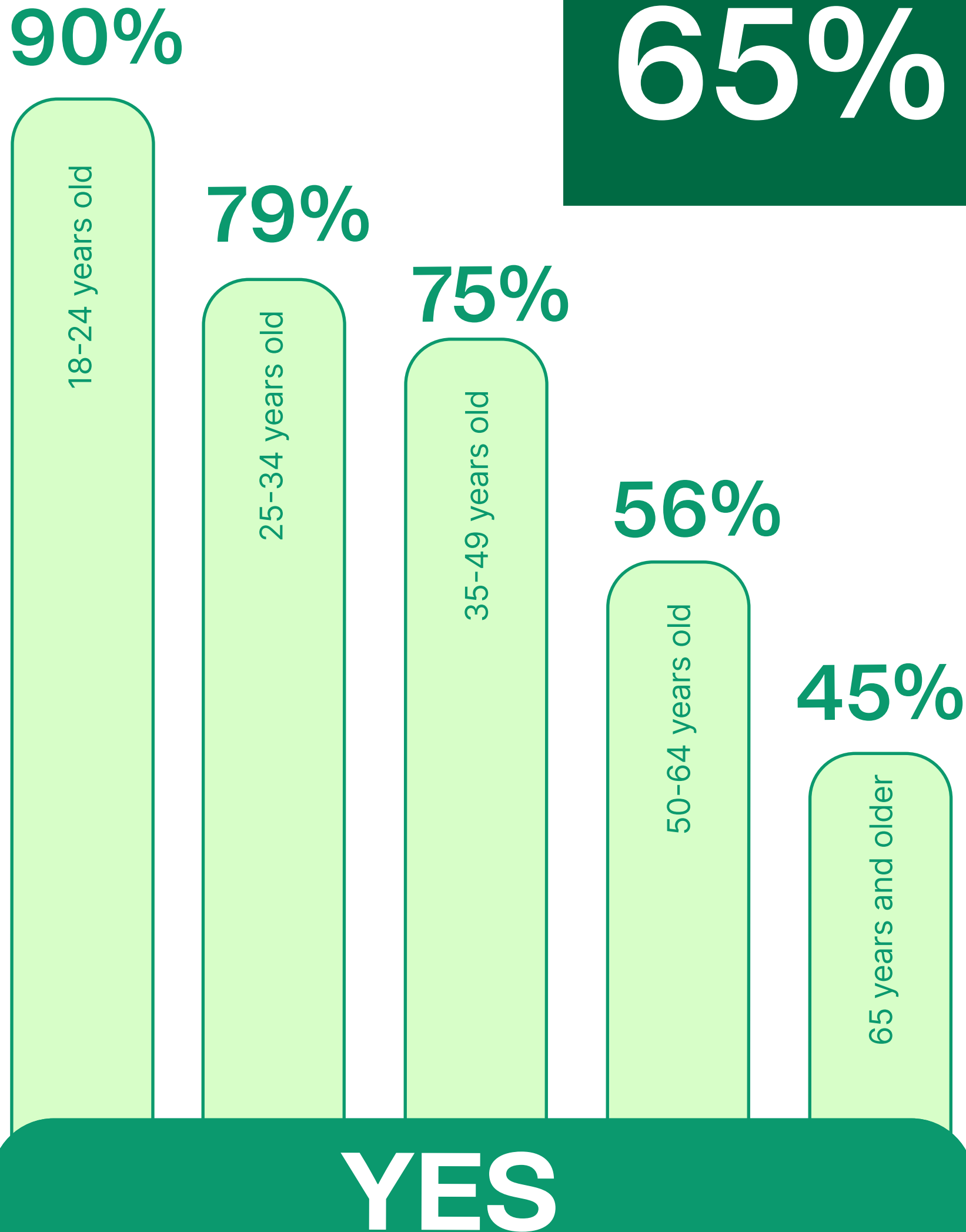
By offering benefits upon registration and rewarding purchase history, brands can motivate their customers to increase their purchase frequency, thereby strengthening the customer relationship.

The Usefulness of Mobile Wallets for Storing Digital Loyalty Cards





Do you find it useful to have all your loyalty cards gathered on your mobile (in a single application)?

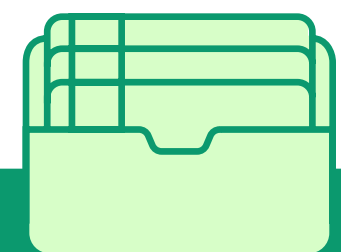


Goodbye plastic cards, welcome mobile wallet!

Although the mobile wallet is not (yet) used by all the French, **a significant majority, 65%, consider this application useful and advantageous for consolidating all their loyalty cards** on their mobile via a single app. This percentage even reaches 90% among 18-24-year-olds !

Among retailers, 86% find the mobile wallet useful. This high figure is explained by the fact that retailers recognize the added value of the mobile wallet from a commercial perspective.

Indeed, the mobile wallet is an effective communication channel for brands. It allows them to relay offers, customer loyalty information, news, and other significant events. The wallet thus enables brands to complement their traditional communication channels and deliver their messages directly to their customers' mobiles. Retailers have understood this well !



To encourage the French to join a loyalty program, it is crucial to highlight not only the practical benefits of the mobile wallet but also the added value it offers in terms of communication and customer engagement. Brands can therefore provide their members with an enhanced and personalized experience while optimizing their loyalty strategies.



What type(s) of card(s) do you have in your wallet application?

11%

Third-Party Payment Cards

19%

Concert/Event Tickets

23%

Discount Coupons/ Vouchers

31%

Plane/Train Tickets

42%

Payment Cards

86%

Loyalty Cards

+85%

A very positive evolution in the use of loyalty cards since 2020 !

86%

2024

61,7%*

2022

55,8%*

2021

46,4%*

2020

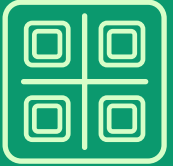
Among the uses of the mobile wallet, the digitization of loyalty cards comes in first place, ahead of payment cards and plane/train tickets! This percentage has been steadily increasing since 2020, **with an 85% rise over 4 years.**

Use of Digital Cards





Would you say that you use your cards to...?



Identify yourself at points of sale, in transportation, or at event locations

58%



Quickly access my loyalty information/data

57%



Pay in a store or pharmacy

37%



Stay informed about brand offers and news

27%

Simplicity and Ease Above All

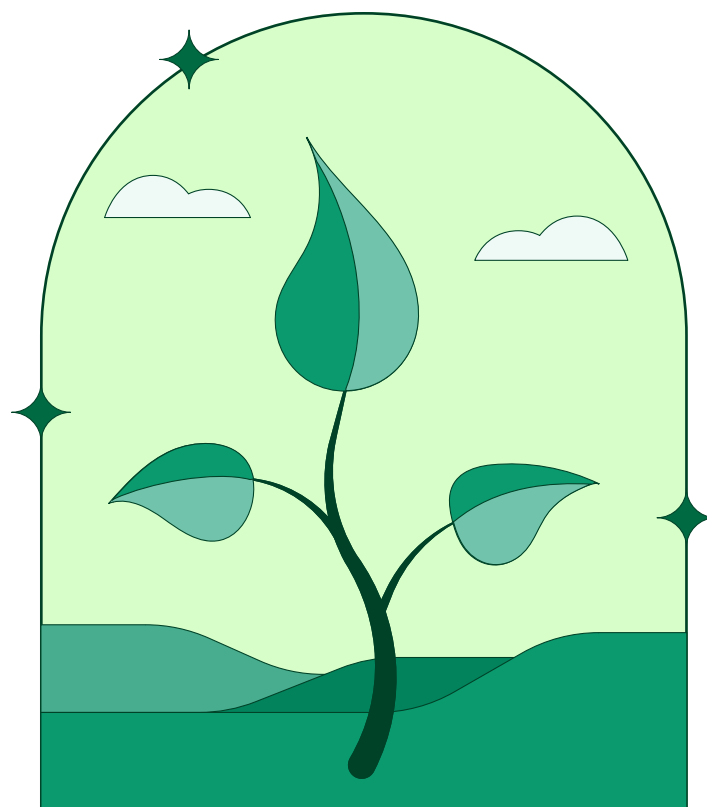
Identification at points of sale and quick access to loyalty information are the two main reasons why the French use their digital cards.

These primary uses are explained by the prevalence of loyalty cards in the wallets of the French.

Scanning the card via the barcode or QR code present on loyalty cards, among others, allows for quick and easy identification of a customer in-store, such as during checkout. This saves time for cashiers and provides a seamless experience for the customer who always has their card with them !

For quick access to loyalty information and data, the wallet card is the ideal tool, and the French have understood this well !

There's no longer a need to log into a customer account (whose password is often forgotten) to check loyalty points, available vouchers, or the amount in one's rewards account. All this information is displayed directly on the wallet card. In just two clicks, consumers can access all their information. Convenient, fast, and all without plastic !



Conclusion



This barometer shows us that in a difficult economic context, the French are keen on loyalty programs and join them en masse (87%), with an average of 6 programs per person. The most popular sectors are large retail, ready-to-wear (especially among women), and dining.

Joining a loyalty program proves beneficial for both parties. For customers, it's an opportunity to accumulate points with every purchase, which can provide access to special offers, discounts, or exclusive events. For retailers, the stakes are high, as it is an effective lever to increase average basket size and purchase frequency. Indeed, 59.2% of customers are encouraged to buy more thanks to a generous loyalty program*.

Finally, loyalty cards are now digitized on mobile devices, and 65% of the French find the wallet application useful! It has become essential in customer relations, enabling brands to communicate effectively and personally with their customers.



Brevo

More Connections, More Conversions

[Contact us !](#)

A survey  for Brevo