

# Customer Loyalty Ecosystems

December 2023

Table of Contents

## INTRODUCTION

Key findings

Loyalty programme models

Industry and consumer factors drive ecosystems' growth

Ecosystems' exponential partnership potentials

Ecosystem visualisation: Amazon Prime

Ecosystems SWOT analysis

Ecosystems challenge stand-alone programmes

## ECOSYSTEMS' VALUE PROPOSITION

Ecosystems incentivise loyalty participation

Ulta's Target partnership introduces the company to new customers

Ecosystems address the lifestyle shopping era

LEGO uses ecosystem to build community

Ecosystems generate data for personalisation

Ecosystems drive seamless customer journeys

Marriott launches Rappi partnership to support personalisation

## ECOSYSTEMS' CONSUMER APPEAL

Euromonitor International's Loyalty Consumer Segments

Ecosystems appeal to the most engaged consumer loyalty segments

Loyalty Enthusiasts are a high-value opportunity

Younger generations seek simplicity from loyalty programmes

## BUILDING ECOSYSTEMS

Ecosystem development models

Ecosystem development steps

Ecosystem development overview: Shinsegae Universe Club

Delta angers customers with ecosystem devaluation

Expedia consolidates brands' loyalty programmes into One Key

## PAYMENT ECOSYSTEMS SPOTLIGHT

Consumers consolidate loyalty strategy via payments

Matching ecosystems with payment methods

Apple enters fintech to support its product ecosystem

Majid Al Futtaim uses lifestyle ecosystem to personalise experiences

Payments play a critical role in loyalty ecosystems

## WHAT'S NEXT FOR ECOSYSTEMS

Decentralisation is the next step for loyalty ecosystems

Key findings

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/customer-loyalty-ecosystems/report](http://www.euromonitor.com/customer-loyalty-ecosystems/report).