

UK Loyalty Trends Revealed

How the UK Stacks Up Against
Global Insights in Loyalty
Programmes



antavo
AI LOYALTY CLOUD



Here for today's discussion

Zsuzsa Kecsmar

Chief Strategy Officer and
Co-founder

Antavo AI Loyalty Cloud



antavo

AI LOYALTY CLOUD



C&A

benefit
SAN FRANCISCO

Scandic

Kathmandu

Paul Smith

flying tiger
copenhagen

NOTINO

LA CAGE

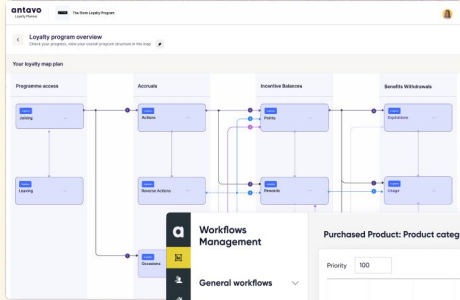
Peek & Cloppenburg

The Antavo AI Loyalty Cloud

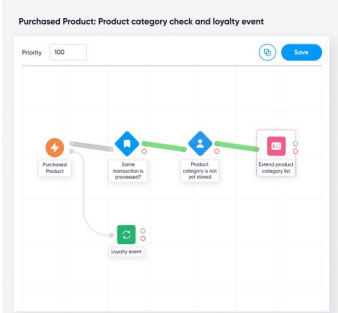
End-to-end technology suite

Seamless customer experience

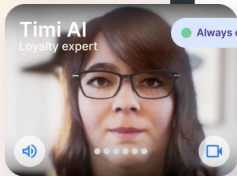
Loyalty Scoping



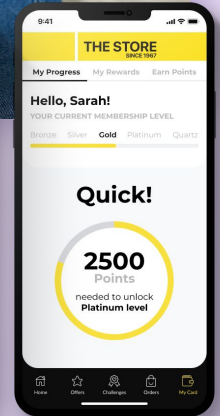
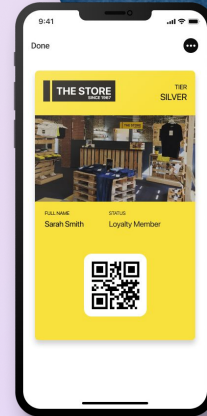
Program Implementation

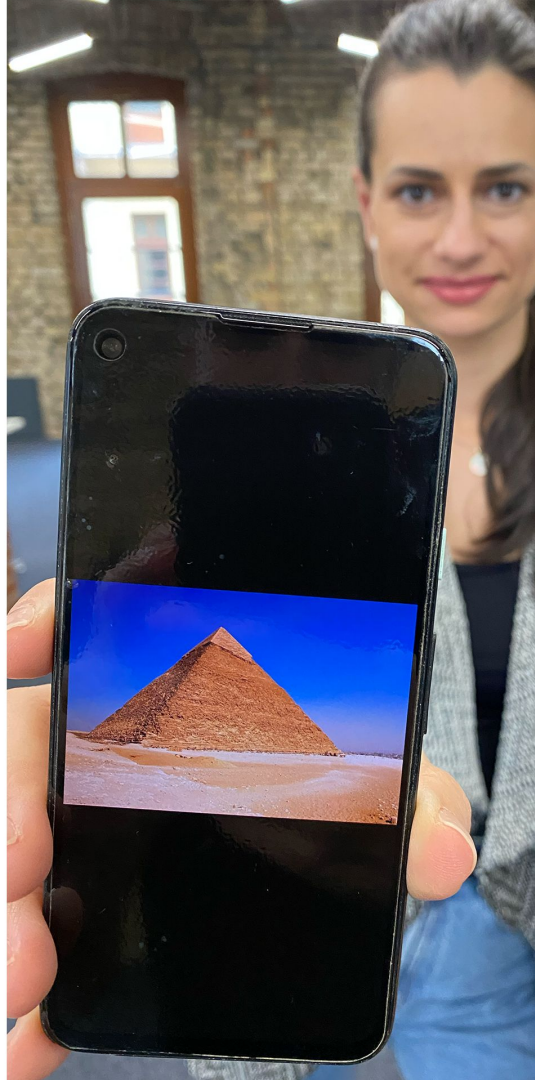


Program Operation



Event/Challenge	Points	Start Date	End Date	Status
Reward	+33	02/11/2025	02/28	Starts
Level Up	0	02/11/2025	02/28	Starts
Challenge	1,500	02/11/2025	02/21	Starts





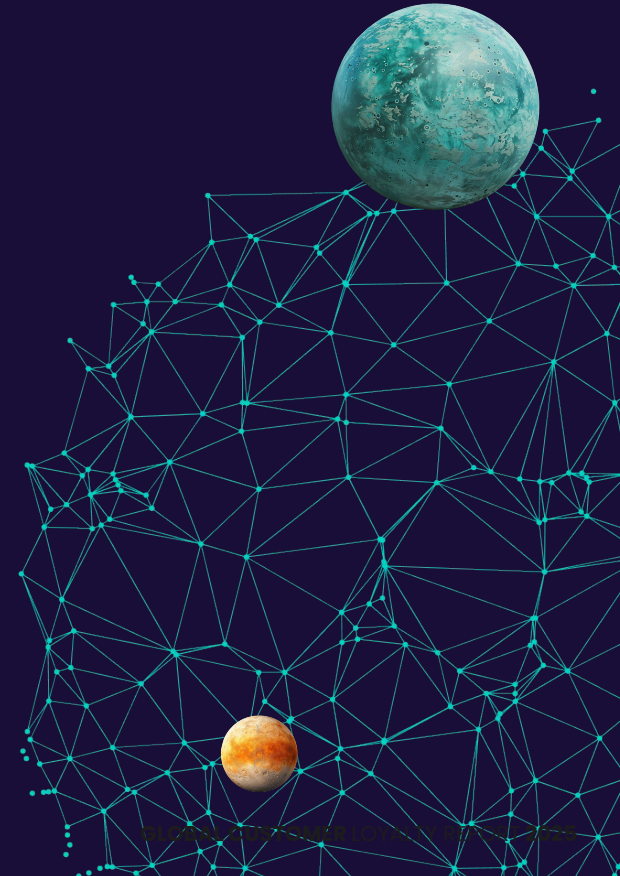
Global Customer Loyalty Report

2025



Agenda

1. Loyalty program landscape in the UK
2. UK loyalty trend vs the rest of the world
3. How to break the mold?



Global Customer Loyalty Report 2022 – 2025



How we produced this report

- **230m** member actions analyzed
- **2600** survey answers
- **(New) 10,000** consumer panel
- **4800 downloads** in 5 weeks



REGIONAL LOYALTY STATISTICS - PROGRAM OWNERS & MARKETERS

	Average ROI on loyalty programs	Spend on loyalty as part of the marketing budget	Loyalty program owners that are satisfied	Causes of dissatisfaction			Companies using / planning to use AI in loyalty programs		Point pooling, account sharing	
				Poor integration with CX	Lack of impact on sales	Lack of differentiating factor	Currently using	Planning to use	Currently offering	Planning to offer
Global	5.2X	31.4%	69.2%	71.7%	40.0%	53.3%	37.1%	49.5%	43.7%	31.3%
Europe	5.0X	29.1%	67.0%	67.9%	42.9%	50.0%	36.8%	48.7%	39.9%	33.4%
Germany	6.2X	30.1%	64.7%	75.0%	50.0%	50.0%	31.8%	51.8%	45.9%	24.7%
UKI	4.8X	25.2%	57.9%	70.0%	40.0%	70.0%	35.7%	45.0%	38.6%	25.7%
UK	4.9X	26.4%	56.9%	70.0%	40.0%	70.0%	34.1%	45.5%	34.1%	26.0%
Ireland	4.4X	17.8%	64.7%	N/A	N/A	NA	47.1%	41.2%	70.6%	23.5%
Benelux	4.6X	32.5%	70.1%	50.0%	100.0%	100.0%	41.6%	48.1%	35.1%	41.6%
Belgium	4.5X	39.30%	88.2%	N/A	N/A	NA	52.9%	29.4%	29.4%	58.8%
The Netherlands	4.6X	30.3%	65.0%	50.0%	100.0%	100.0%	38.3%	53.3%	36.7%	36.7%
Scandinavia	5.0X	30.2%	75.7%	66.7%	33.3%	25.0%	38.2%	50.7%	40.3%	41.7%
Norway	5.3X	22.50%	66.7%	50.0%	100.0%	0.0%	44.4%	44.4%	44.4%	38.9%
Sweden	4.9X	31.4%	77.0%	70.0%	20.0%	30.0%	37.3%	51.6%	39.7%	42.1%
North America	5.3X	29.1%	70.3%	81.8%	36.4%	54.5%	36.0%	49.1%	48.4%	27.9%
US	5.3X	29.9%	70.8%	100.0%	40.0%	80.0%	36.3%	45.0%	49.1%	27.5%
Canada	5.4X	28.0%	69.6%	66.7%	33.3%	33.3%	35.7%	55.4%	47.3%	28.6%
Rest	5.4X	40.1%	85.0%	50.0%	50.0%	75.0%	50.0%	41.2%	53.3%	32.1%
Australia	5.6X	33.4%	76.5%	N/A	N/A	N/A	33.8%	47.1%	41.2%	32.4%
Brazil	4.7X	35.5%	89.7%	33.3%	66.7%	100.0%	66.7%	28.2%	51.3%	35.9%
South Africa	5.5X	29.6%	75.8%	N/A	N/A	N/A	33.3%	54.5%	45.5%	34.8%
China	5.2X	51.1%	95.0%	N/A	N/A	N/A	65.3%	33.7%	67.3%	28.7%

REGIONAL LOYALTY STATISTICS - PROGRAM OWNERS & MARKETERS

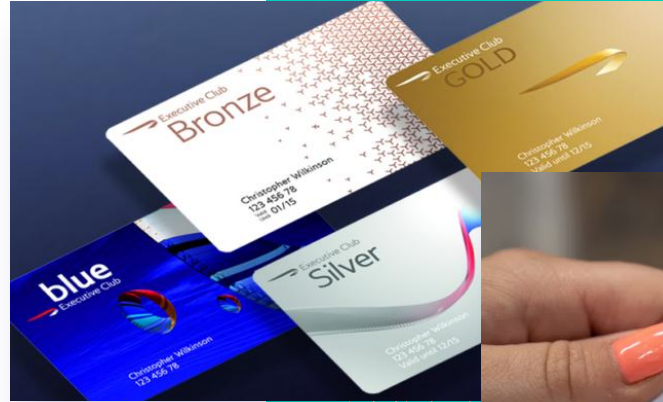
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US	5.3X	29.9%	70.8%	100.0%	40.0%	80.0%	36.3%	45.0%	49.1%	27.5%
Canada	5.4X	28.0%	69.6%	66.7%	33.3%	33.3%	35.7%	55.4%	47.3%	28.6%
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1. Loyalty program landscape in the UK

What marketers think of a mature loyalty market

The UK loyalty market is mature

- **Tesco**
- **Boots**
- **Nectar**
- **Executive Club**

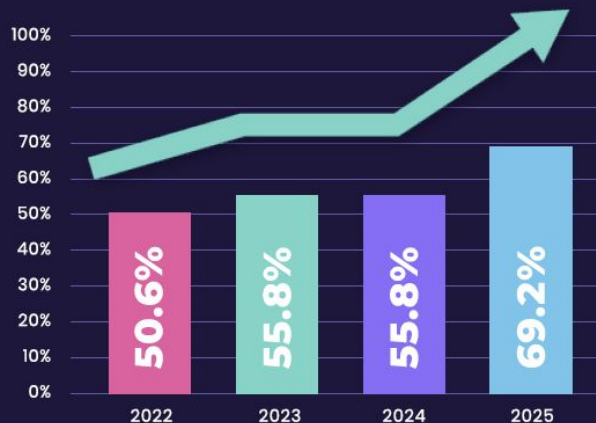


Sign of maturity 1: A lot of expectations

Only 57% of UK program owners are satisfied
(globally its 70%)

Satisfaction with loyalty programs

Growing satisfaction among loyalty program owners, year on year



Based on data from 2600 professionals globally

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POLL

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**Antavo customer
who does it right**

30%
Increase in
redemption

Sign of maturity 2: All the same, all the same

**In the UK, most brands said
that their program lacks a
differentiating factor
(UK 70%, globally its 53%)**



Sign of maturity 3: Underinvestment

UK brands spend only 26% of their marketing budget on loyalty and CRM (globally its 31%)

Portion of marketing budget invested in loyalty

Consumers loyalty and CRM reached the highest share of budget

22.8% 28.2% 27.0% 31.4%



2022

2023

2024

2025

Based on data from 2600 professionals globally

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'Phenomenal' department store to launch new loyalty scheme – but don't expect discounts



Courtney Pochin

Published January 15, 2025 3:08pm

Updated January 15, 2025 3:08pm



Comments



Loyal shoppers at the department store have said they want to be 'acknowledged' (Picture: Dukas/Universal Images Group via Getty Images)

Fortnum and Mason

PAPA John's is serving up a new loyalty scheme, saving customers some serious dough.

Pizza lovers can earn points when ordering online, resulting in [money off](#) future takeouts.

Sign up for the **Money** newsletter

Email address

Sign up

Your info will be used in accordance with our [Privacy Policy](#)



Papa John's is offering huge savings off orders through the app or online

Credit: Getty

WWD

Selfridges Introduces Loyalty Program

Hikmat Mohammed

16 February 2025 · 2-min read



LONDON — Selfridges is rolling out a customer loyalty program that takes into account not just the money spent at the luxury department store, but also the time.

2. UK loyalty trends vs the rest of the world

The big consumer wishlist

A fluffy, light-colored dog is depicted in a white space suit, floating in a dramatic, fiery space environment. The dog is wearing a helmet and has its mouth open in a happy expression. The background is filled with bright orange and red flames, smoke, and floating debris, creating a sense of intense action and excitement. The overall scene is highly detailed and visually striking.

POLL

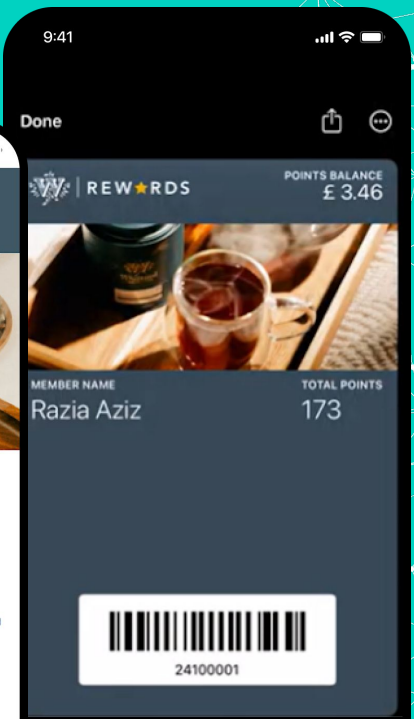
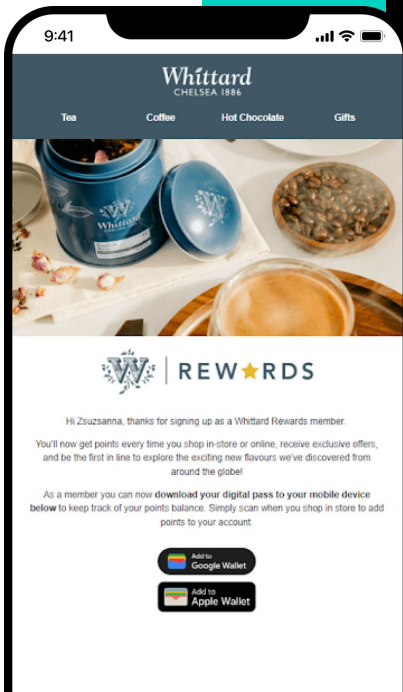
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Antavo customer using Mobile Passes

Whittard
CHELSEA 1886

UK customers love plastic cards

38% of consumers prefer to use plastic cards in loyalty programs
(HIGHEST NUMBER GLOBALLY)



UK members are discount-savvy

75% join loyalty programs to earn discounts, rewards and cashback offers

(the third highest behind Australia and Canada)

Consumer motivation to join a loyalty program

Discounts and rewards are the #1 incentive

69.8%

Earning rewards, discounts, or cash back

36.3%

Personalized offers

36.1%

Free shipping / returns

25.6%

Exclusive members-only products

23.9%

Early access to sales

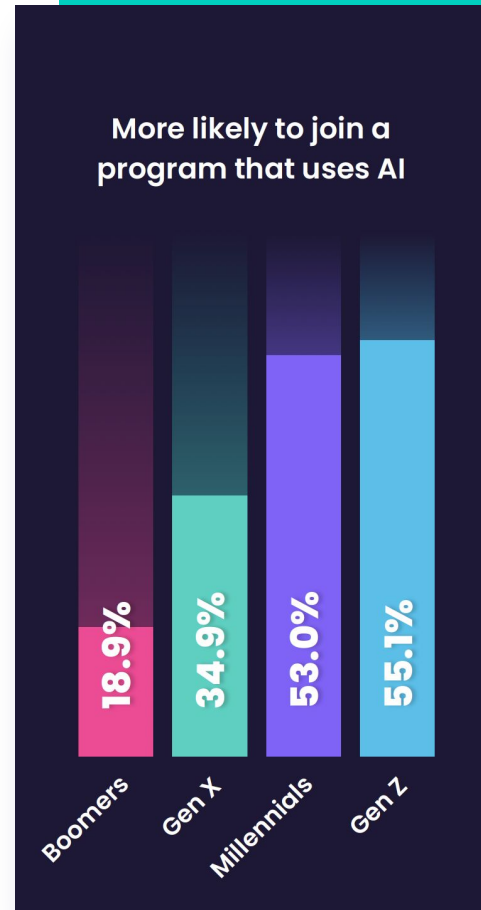
22.7%

Partner rewards

AI doesn't attract UK buyers yet

Only 23% would join a loyalty program if it had AI

(Global average is 39%, in the UAE, it's 83%)



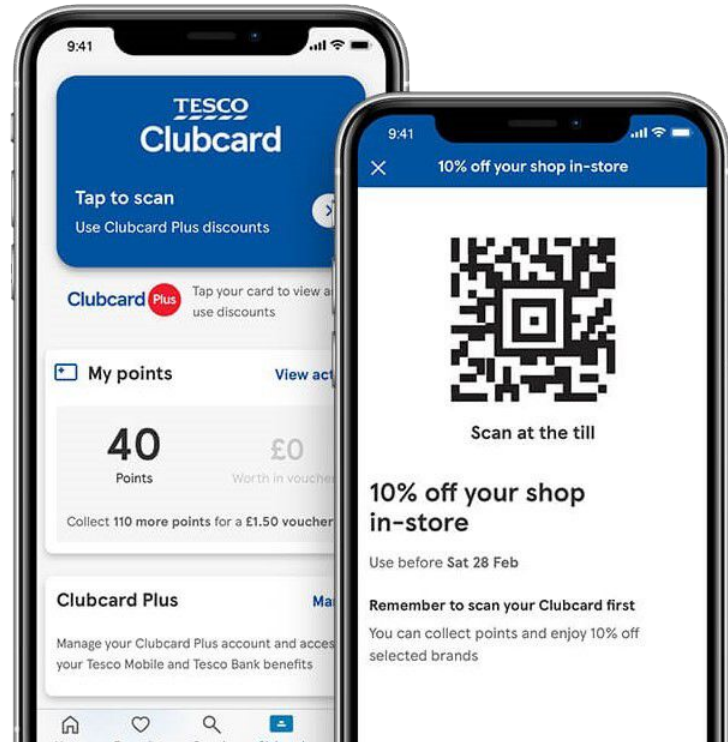
Not Antavo customer

Points pooling is untapped

53% of UK consumers prefer to buy from brands that offer this

(but only 26% of UK brands plan to offer it)

TESCO



3. How to break the mold?

Hundreds already used it

Use agentic AI for concept & management in Antavo

The screenshot displays the Antavo Workflows Management interface. The main area shows a workflow titled "Black Friday sales and rewards" with a priority of 100. The workflow consists of several steps: "Event", "Summary", a decision diamond for ">500", a "Browse" step, a "Complete challenge" step, a decision diamond for "Silver", another "Complete challenge" step, a "Bonus reward" step, a decision diamond for ">250", and a "Reminder email" step. The interface includes a sidebar with navigation options like "Campaigns", "General Workflows", "Settings", "Workflow", "Running workflows", "Log", "Settings", "Errors", and "Blueprints". On the right, there is a chat window with "Timi AI" (Loyalty expert) who is "Always on". The chat history shows a user asking "Hi Timi AI where should I change this campaign so that gold members get a different type of reward" and Timi AI responding with "Message Timi AI".



Timi AI compatible!

Replatform 10x times faster in Antavo

Antavo launched the Loyalty Planner

To speed up the
implementation

The screenshot displays the Antavo Loyalty Planner interface. On the left is a sidebar with the Antavo logo and a navigation menu containing 'Dashboard' (Overview of all your plans), 'The Store Loyalty Program' (Shared, Custom loyalty plan), and a '+ Create plan' button. The main area is titled 'Planner' and shows 'The Store Loyalty Program' with 'Share Plan' and 'Delete Plan' buttons. Below the title, a note states: 'This loyalty plan contains all details related to The Store loyalty program that is planned to launch in the U.S. and UK in spring 2025.' The central focus is a 'Use these tools to scope your loyalty program' section, which features three cards: 'Concept Whiteboard' (Map your loyalty program elements and rules), 'Journey Editor' (Personalize member journeys by choosing the options that are right for you), and 'Loyalty program overview' (Take a step back and see what loyalty plan you have created). Each card has an 'Open' button. In the background, a flowchart diagram shows the relationships between various loyalty elements like Actions, Points, Personal Actions, Rewards, Occasions, and Tiers.

Capture the invisible retail purchase in Antavo

Customer Insights

Transaction #568423

Created at 05/05/2024, 10:34

ID: 568423

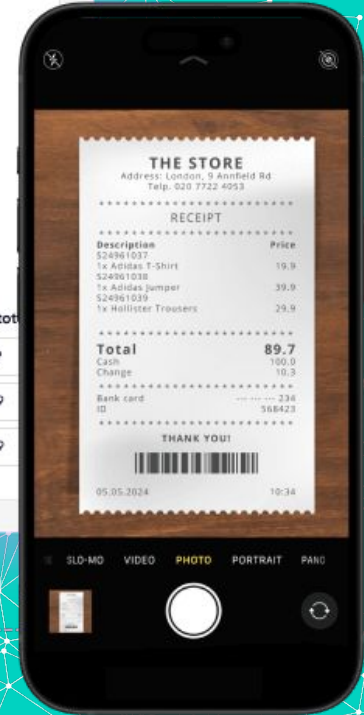
Total value: 89.7

Refunded value: 0

Account: fashion_store_account

Items

Product Name	Product ID	Quantity	Price	Discount	Subtotal
Adidas T-shirt	S24961037	1	199	0	199
Adidas Jumper	S24961038	1	399	0	399
Hollister Trousers	S24961039	1	299	0	299



Introduce points pooling & family accounts in Antavo

Newly released a week ago!

The screenshot displays the 'Clubs' management page in Antavo. The interface includes a sidebar with navigation options like 'Club Templates', 'Clubs', 'Club Members', 'Event History', and 'Details'. The main content area features several key metrics: 9834 / 100000 members (+1471 in the last 30 days), 482 people (-23 in the last 30 days), 453672 points spendable (19374 points spent), and 46.3 points average contribution. Below these are sections for 'Club Information' (including name, ID, creator, and owner), 'Template Information' (including name, status, contribution type, and eligibility), and 'Owner History' (showing Jack Thompson as the founder).

Metric	Value	Change
Members	9834 / 100000	+1471 in the last 30 days
People	482	-23 in the last 30 days
Points Spendable	453672	19374 points spent
Average Contribution	46.3 points	based on all members

Club Information

- Club Name: United Football Club
- Club ID: 679e580a2a84d17d760228fe
- Created By: Jack Thompson
- Created At: 27/01/2025, 01:13
- Club Owner: Jack Thompson

Template Information

- Name: Sport Clubs ...a750a9584
- Status: active
- Contribution Type: Shared point contribution
- Eligible account(s): Main account
- Contribution Percentage: 5
- Expiration Type: No expiration
- Burn Eligibility: Active members

Owner History

- Jack Thompson ...5c78c9e8b1 founded the club From: 27/01/2025, 01:13

Current time: 19:35 (UTC+09:30)

The screenshot shows a mobile app notification titled 'Hey Lis, Maria invited you to join their family club!'. It features two circular profile pictures of women. Below the images, it states '3 member(s) 6 522 family points collected so far Family club founded on 22 August, 2024'. The notification explains that tokens earned after purchases will be converted into family points, which can be spent on Family Rewards. At the bottom, there are two buttons: 'Join family club' and 'Ignore invite'.

9:41

Hey Lis, Maria invited you to join their family club!

3 member(s)
6 522 family points collected so far
Family club founded on 22 August, 2024

By joining Maria's family club some of the tokens earned after your purchases will automatically be converted into **family points**. Maria can see the family points you earned and can spend them on Family Rewards.

Join family club

Ignore invite

CareRewards

How do you reward your care team?

Basic Tabern

Care Rewards

1. 2. 3. 4. 5.

Grow with Katia Powell
How do you reward your care team?
How do you reward your care team?

Zsuzsa Kecsmar

zsuzsa.kecsmar@antavo.com



Let's
connect on
LinkedIn



Download the
**Global
Customer
Loyalty Report**
(no opt-in)



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