

Elevating Engagement: The Loyalty Landscape in Asia Pacific

August 2023

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

APAC is a diverse region in terms of economics and demographics

Economic slowdown require companies to restrategise customer engagement

Digitalisation in APAC is accelerating, with superapps embedded in consumers' lives

Enhanced digital connectivity does not guarantee deeper consumer engagement

Retailing landscape impacts consumers' engagement levels with a brand

Earning points and being "loyal" have different meanings for consumers in APAC

Embracing diverse communication channels to drive efficient loyalty programmes

Measuring the impact of loyalty: Sizing loyalty contribution within a market

Loyalty contribution level differs by industry and by market

Understanding the loyalty contribution

HOW TO WIN ASIA PACIFIC CONSUMERS' HEARTS

Transactional rewards are a prerequisite given the economic headwinds

Strong foundation of transactional rewards: Introducing loyalty ecosystems

Examples of loyalty ecosystems in APAC

Shinsegae Universe: expands its loyalty scheme to reach new customers

V Point: Japan's latest loyalty rewards alliance to be launched in early 2024

Point liability challenges return on investment for a pure transactional loyalty programme

Rakuten Point: Transactional loyalty ecosystem that embraces emotional loyalty strategies

Emotional loyalty is the whitespace in APAC customer loyalty

China's Betterwood: Repositioning interaction through emphasis on brand experience

China's Haidilao: Building emotional loyalty with the help of experiential rewards

Capitalise on social media apps to build emotional loyalty

China: Mobile-led loyalty facilitated by social media and superapps

EXPLORING PAN-REGIONAL LOYALTY

Standardisation vs localisation: Current state

Challenges behind standardising a loyalty programme across markets

Inter IKEA Systems BV: Blending standardised features with diverse local specifics

DFS Group: DFS Circle offers unique global loyalty programme

7-11 and Lawson: Successful collaboration drives cross-border loyalty

KEY TAKEAWAYS

The winning loyalty formula depends on the business objectives

Key summary

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/elevating-engagement-the-loyalty-landscape-in-asia-pacific/report.