Customer Loyalty Index 2025

Turning Customer Engagement
into Lasting Loyalty

SAP Emarsys

CLI

Table of contents

CLI

Introduction

> **Loyalty isn't what it used to be.** In 2025, even the most iconic brands are seeing loyalty slip through their fingers. Consumers still form strong attachments to the brands they love, but those bonds are more fragile, more fleeting, and more complex to earn than ever before.
> This year's data tells a clear story. True Loyalty has declined for the first time in five years, dropping 5% from 2024. In its place, a new type of loyalty is gaining ground: Trend Loyalty—loud, fast, and emotionally charged, but short-lived. TikTok reviews, viral product drops, and fleeting online buzz drive Trend Loyalty. One day, you're trending. Next, you're forgotten. So, how do you build True Loyalty that lasts?

Sara Richter,
CMO, SAP Emarsys

True Loyalty starts with connection. Consumers expect consistent, personalized, and emotionally resonant experiences across every channel and touchpoint. Today, loyalty is earned when brands use AI to empower personalization at scale.
That's not just the job of marketing. It's a business-wide challenge that demands a connected customer strategy powered by real-time data from every corner and intelligent engagement.

SAP Emarsys has spent the last five years tracking loyalty and empowering brands to stay ahead. This fifth edition of our Global Customer Loyalty Index uncovers what drives loyalty in 2025: the rise of generational differences, the emotional power of trending content, and the growing importance of relevance over recognition.

Today, loyalty is increasingly about emotional engagement. You earn it by showing up with the right message at the right time in a way that feels real.

When you get that right, loyalty becomes more than a transaction—it becomes a relationship.
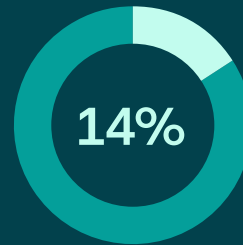
Welcome to the Engagement Era.

Key Findings

68%
of consumers say they're loyal to a brand, a return to pre-2022 levels.

5%
decline in True Loyalty since 2024.

14%
of consumers are now classified as Trend Loyal.

23%
of consumers say batch-and-blast marketing actively damages their loyalty.

The Six Types of Customer Loyalty

The Six Types of Customer Loyalty

Since 2020, SAP Emarsys has mapped consumers across five types of customer loyalty. In 2025, we've identified a new sixth type: Trend Loyalty.

True Loyalty
This loyalty type is unwavering, unshake-able, and built on trust, love, and devotion to a brand—it is also known as the holy grail of customer loyalty. All brands aspire to achieve this level of loyalty.

Silent Loyalty
This type of loyalty occurs when customers demonstrate loyalty to a brand they would not endorse or advocate for publicly.

Incentivized Loyalty
This type of loyalty is developed by offering customers cost-saving or value-adding incentives like discounts or rewards.

Ethical Loyalty
This loyalty occurs when a customer is loyal to a brand that aligns with their individual values or stance on strong social issues.

Inherited Loyalty
This loyalty is based on a brand's tradi-tions or long-standing heritage, or can be built through associations with other brands.
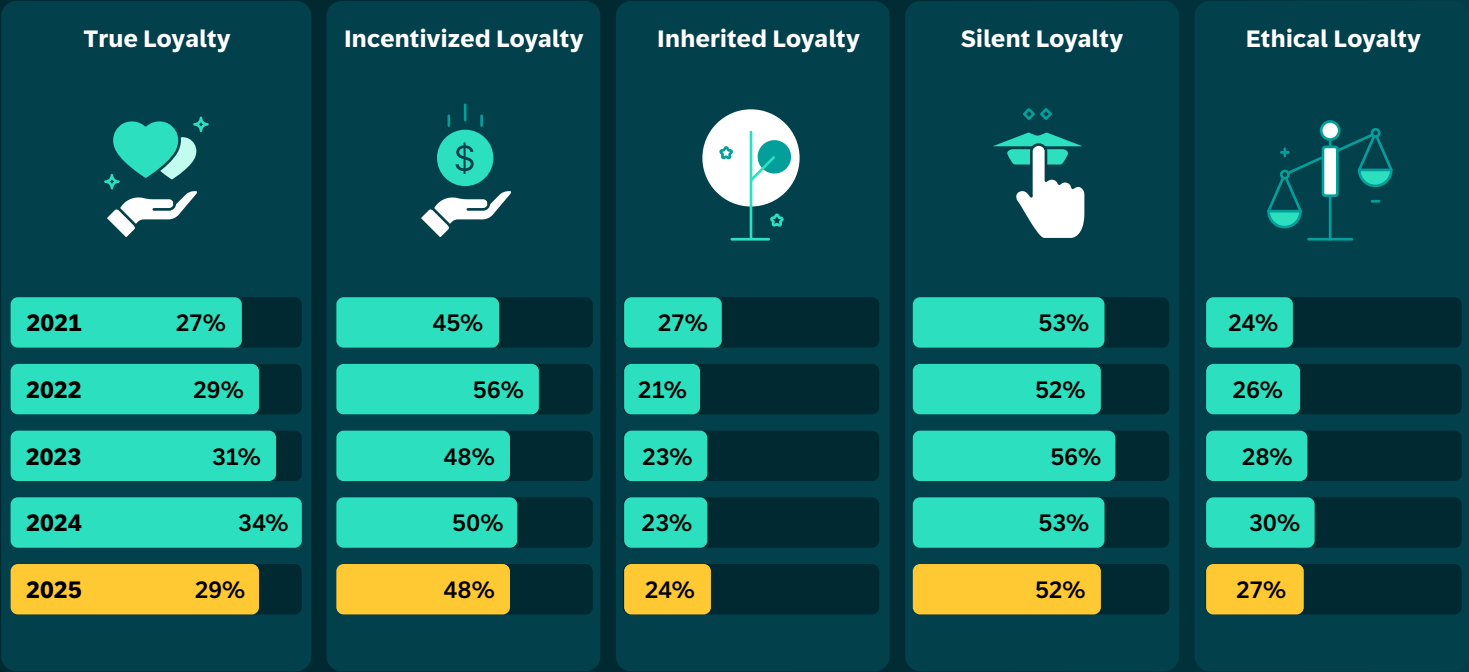
Trend Loyalty (NEW)
This type of loyalty is short-lived, opportunistic, and caused by social influence, viral appeal, or cultural momentum.

Loyalty Trends in the Last Five Years

Over the past five years, consumer responses have revealed shifting brand loyalty patterns.

| True Loyalty	Incentivized Loyalty	Inherited Loyalty	Silent Loyalty	Ethical Loyalty
2021 — 27%	45%	27%	53%	24%
2022 — 29%	56%	21%	52%	26%
2023 — 31%	48%	23%	56%	28%
2024 — 34%	50%	23%	53%	30%
2025 — 29%	48%	24%	52%	27%

Loyalty Trends in the Last Five Years

In 2025, loyalty to known brands is in decline. **True Loyalty dropped by 5%** from 2024 to 2025, the most significant drop since we started the Customer Loyalty Index (CLI). So, why are marketers losing their grip on the holy grail of loyalty? Let's dive deeper.

Loyalty isn't just a goal; it's the heartbeat of every thriving company. As customer expectations soar, businesses stand on the precipice of a transformative opportunity to elevate customer experience and unleash the true power of loyalty. Marketers who achieve faithful customers see loyalty as a strategy, not just a rewards program. Loyalty must be continuously earned through meaningful engagement and personalization. AI can empower marketers to do so.
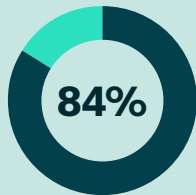
84% **of brands** do *not* excel in differentiating themselves with personalization.
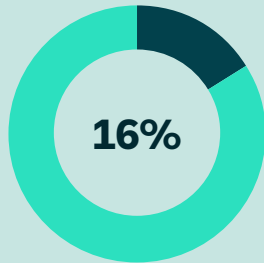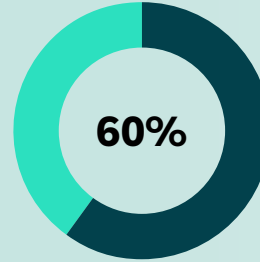
←

Step Into the Engagement Era: Where Loyalty Is Earned, Not Assumed

In 2025, SAP Emarsys declared the dawn of the Engagement Era: a time when customer loyalty is no longer a given, but a reward for brands that truly understand, respect, and respond to individual needs.

Gone are the days when brand names alone could command consumer trust. In fact, **64%** of consumers ignore brand names entirely when buying consumer products.

60%

of consumers believe most of the marketing emails they receive aren't relevant to them.

16%

of marketers feel they can excel in the new engagement-driven landscape, which requires a robust enterprise resource planning (ERP) foundation.

40%
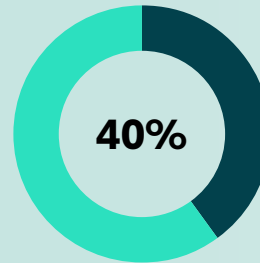
of consumers say brands don't understand them as people.

2025 Loyalty Levels

In 2025, 68% of consumers said they were loyal to specific brands, shifting to levels seen in 2021. Economic uncertainty, rising prices, supply chain issues, social media trends, and a flood of choices influence customers to switch brands if their expectations aren't met, highlighting the extreme fragility of customer loyalty.

Brands today must double down on consistency, connection, and personalization to keep customers coming back for more. Exceptional experiences ignite a cycle of repeated purchases, transform customers into passionate advocates, and foster stronger and more strategic partnerships.

Loyalty Levels Across Regions
While some regions are experiencing flat growth, customer loyalty in the U.S. and Germany has risen since 2024. For marketers in the U.S., this is likely due to staying ahead of customer expectations when tariff fears and concerns arose. Other contributing factors could be increased reward programs, creating more competition.

Discounts are often short-lived. That's why innovative marketers use omnichannel marketing strategies to offer customers the best deal on product recommendations to keep customers loyal.

Percentage of respondents "loyal" to certain brands:

Year	Percentage
2021	68%
2022	77%
2023	67%
2024	69%
2025	68%

♡ **Loyalty Lever**
Use data to build better relationships with your customers. Personalized and consistent interactions across all touchpoints foster trust and deepen emotional bonds between brands and consumers.

Map: Loyalty Levels Across Regions

UK
2025 67%
2024 67%

Germany
2025 66%
2024 61%

US
2025 73%
2024 69%

Taiwan
2025 66%
2024 N/A

Australia
2025 65%
2024 66%
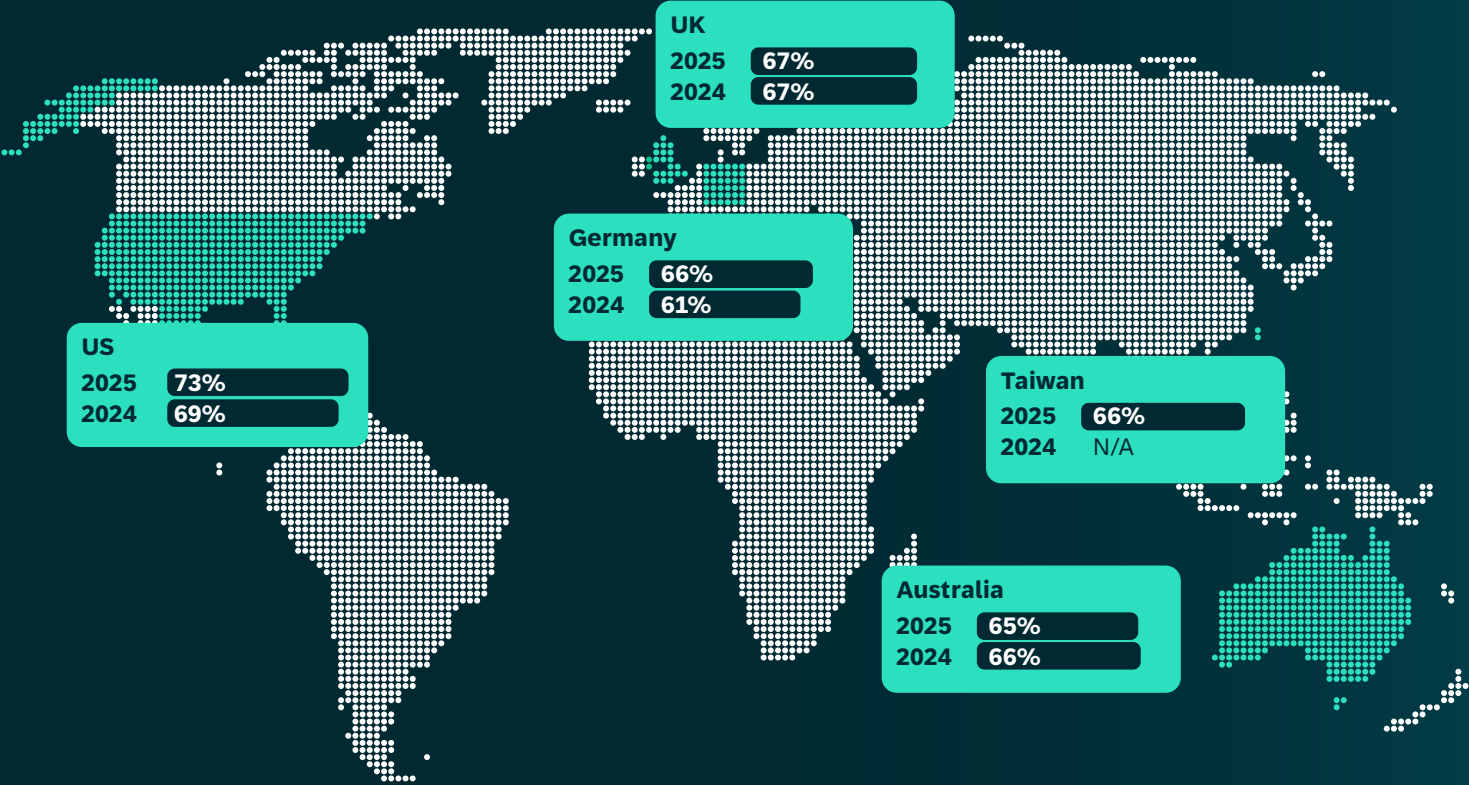
The Rise of Trend Loyalty

Trend Loyalty

14%

of consumers are now considered Trend Loyal.

As loyalty becomes more fragile and fleeting, trends increasingly influence consumer decisions. Trend Loyalty is a short-lived, opportunistic form of loyalty caused by social influence, viral appeal, or cultural momentum.

Appealing to Consumer Emotions
Consumers love to share and engage with content that evokes strong feelings. Brands can build trust and connection by jumping onto trends without jeopardizing authenticity.

♡ Loyalty Lever
Use AI-powered product affinity, channels, and purchase predictions to continue tailoring content to individual customers so they feel special and unique.

15% of consumers buy products purely because they're trending or going viral on TikTok specifically.

15% of consumers have bought products they didn't even need, just because they were trending.

20% of consumers feel emotionally connected to products just because they're trending.

29% of consumers quickly lose interest in products after they stop trending, even if they were obsessed with them at first.

19% of consumers trust products more and believe the hype if they're going viral.

16% of consumers now trust Tik-Tok and social media trends more than ads and product reviews.

20% of consumers follow influencers specifically to discover what's worth buying.

18% of consumers have bought a product purely because an influencer was promoting it.

Trending Content as Education (Not Just Entertainment)
More consumers are searching trending content for answers. Whether it's a trending product review for a new vehicle or an influencer fashion haul video, a growing number of consumers are using what is popular to inform what they do, buy, and believe.

The numbers on the left
are an average of

10–15%

higher
among Gen Z and Millennials
compared to other generations

♡ **Loyalty Lever**
Trending on social media might get your brand initial attention, but you must optimize customer journeys to drive lifelong loyalty. Loyalty is often lost due to technology silos and fragmented sources of data.
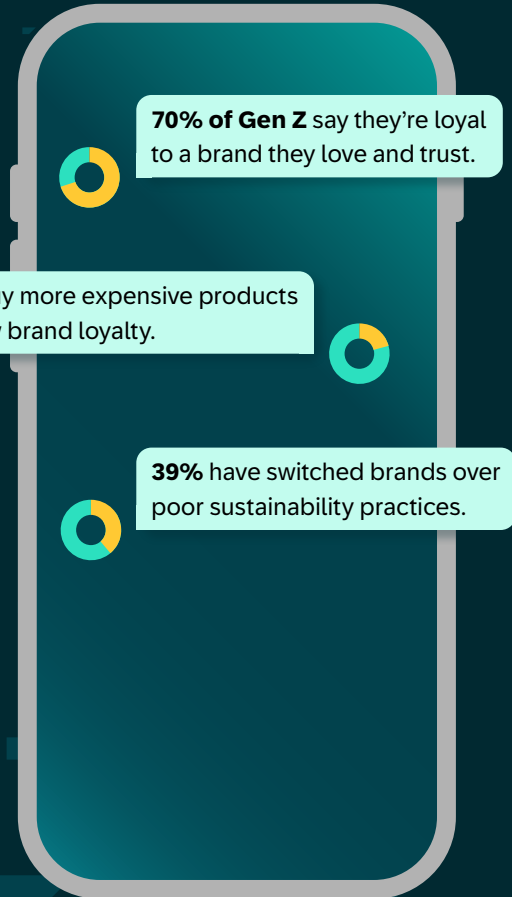
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What drives Gen Z Loyalty?

No generation shows shifting loyalty patterns more clearly than Gen Z. This generation expects more than reward points or emails. They want personal relevance, real-time experiences, and emotional connection, and they expect brands to show up where they are: on TikTok, YouTube, and Instagram—all via an app on their phone.

Compared to older generations, Gen Zers are less influenced by price or product quality, and more by personalization, values, and emotional cues.

In 2025, Gen Z loyalty is real, but only if you earn it. That means being relevant, fast, and emotionally intelligent across every touchpoint.

♡ **Loyalty Lever**

Use AI to recognize and respond to fast-moving signals in real time. Tailor content by channel and sentiment. Trigger timely, personalized journeys that turn trend-driven attention into lasting relationships.

70% of Gen Z say they're loyal to a brand they love and trust.

21% buy more expensive products to show brand loyalty.

39% have switched brands over poor sustainability practices.

Molton Brown Loyalty Story

How Molton Brown Enhances Customer Loyalty

> At Molton Brown, we're exploring how digital tools can enhance discovery and personalization for our customers. Initiatives such as exclusive previews, tailored content, and our Fragrance Finder help inspire customers online while connecting back into a more connected customer view. This means when customers visit a boutique, associates are better informed about their preferences and can provide more relevant advice. Our focus is on using AI and data to guide discovery in ways that feel authentic, personal, and true to our heritage.

MOLTON BROWN
LONDON

Naresh Krishnamurthy,
Senior Business Relationship Manager, Global Cosmetics, Molton Brown, Kao Corporation

Read more

Loyalty Overview in 2025

Loyalty by Industry

Loyalty looks different across industries, and it's changing fast. With increased apathy towards known brands, consumers are now becoming more loyal to brands that "do the job" by offering value, consistency, and emotional resonance, not just heritage, aesthetics, or advertising.

♡ **Loyalty Lever**

Use omnichannel personalization to maintain brand consistency across product lines and platforms. Respond to shifting preferences with real-time customer insights.

Top Five Industries by Loyalty

Industry	2025	2024
Clothing & Fashion	49%	54%
Consumer Products	48%	40%
Beauty & Skincare	38%	42%
Technology & Electronics	36%	32%
Food Delivery	24%	35%
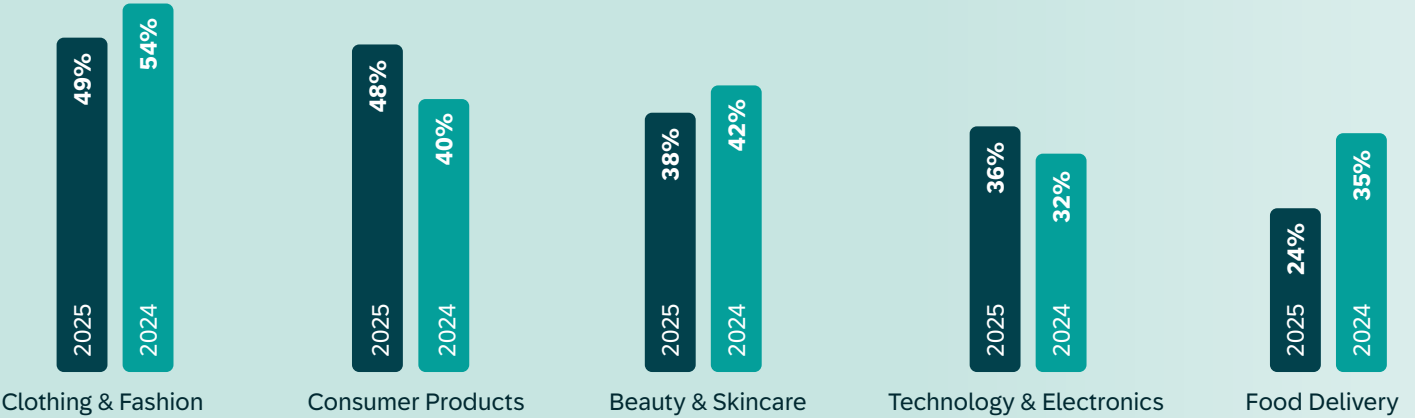
Why Are Customers Loyal?

Loyalty isn't random—it's earned through the experiences customers value most.

In 2025, product quality remains the top driver, but expectations are expanding. Consumers now reward consistency, emotional connection, and convenience across every interaction, not just at the point of purchase.

♡ **Loyalty Lever**

Use omnichannel campaigns and progressive profiling to learn what "quality" means to your customers and deliver it, every time.

Top Loyalty Drivers

Driver	Value
High-quality products	59%
Wide product range	41%
Discounts & loyalty incentives	39%
Excellent customer service	37%
Lower prices	37%
Trusted heritage	30%
Personal/emotional connection	24%
Word of mouth (family/friends)	22%

What Weakens Loyalty?

In a loyalty economy driven by expectations, the winning brands listen, learn, and act consistently. The result? Customers with no reason to leave are converted into lifetime true loyalists. Bad experiences cost more than lost sales; they break trust.

Top Loyalty Disruptors in 2025:

Lower product quality	**54%**
Price increases	**49%**
Poor customer service	**47%**
Irresponsible data use	**34%**
Misleading advertising	**32%**

28%

of consumers have switched brands due to "boredom", signaling that relevance is just as important as reliability.

♡ Loyalty Lever

Keep customers engaged with triggered journeys—everything from replenishment reminders to personalized offers. This approach shows you understand their needs and timing.

How Customers Express Loyalty

Only
10%

of consumers opt into SMS programs to show loyalty, highlighting that SMS messaging is more of a standard expectation vs. a loyalty indicator.

64%
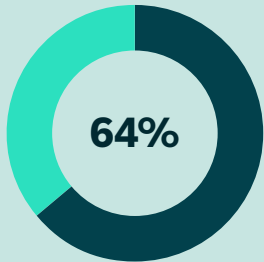
of consumers are more likely to spend with a brand if they have a loyalty card or subscription.

Thinking about brands you're most loyal to, how do you commonly show your loyalty?

Shop with them frequently — **63%**

Recommend to friends/family — **48%**

Use their loyalty card/scheme — **41%**

Install their app on my phone — **36%**
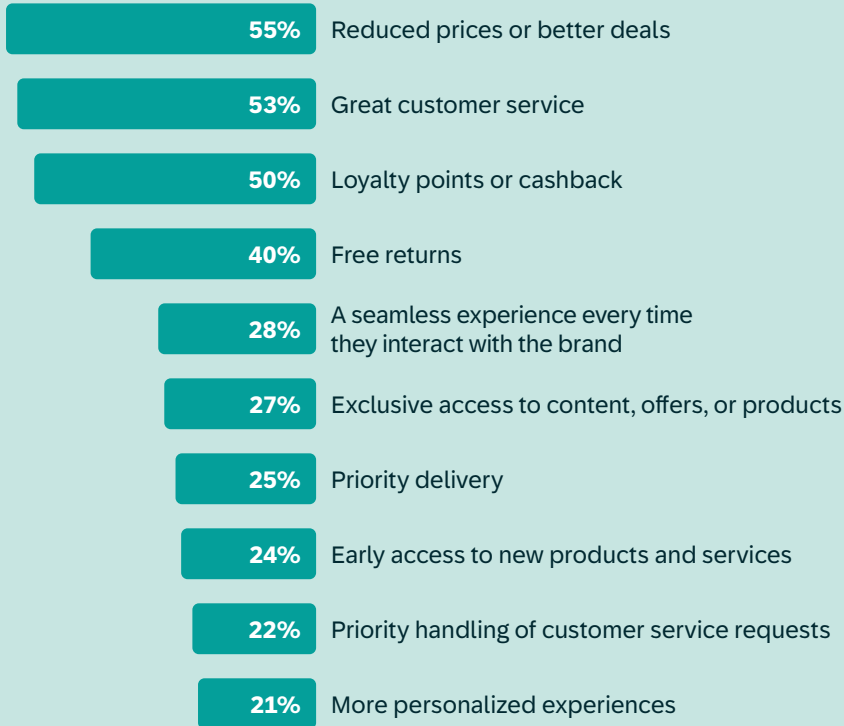
Part of a membership scheme — **24%**

Follow them on social media — **22%**

What Do Customers Expect in Change for Their Loyalty?

55% Reduced prices or better deals

53% Great customer service

50% Loyalty points or cashback

40% Free returns

28% A seamless experience every time they interact with the brand

27% Exclusive access to content, offers, or products

25% Priority delivery

24% Early access to new products and services

22% Priority handling of customer service requests

21% More personalized experiences

♡ **Loyalty Lever**

Build automated abandoned cart, restock notifications, wish list, win-back, and upsell campaigns to reach customers with timely and relevant recommendations. Nurturing customers with AI-driven personalized experiences empowers marketers to pave the way for a future of sustainable growth, unlocking higher customer lifetime value and redefining what it means to succeed.
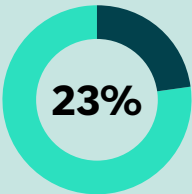
Regional Influences on Loyalty in the Last 12 Months

Over the past 12 months, regional differences have shaped how consumers define and demonstrate loyalty.

24%
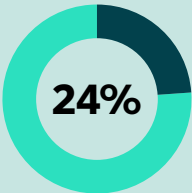
of global consumers no longer feel they can afford to be loyal.

23%

of global consumers are more loyal to brands offering the best personalized deals.

% of consumers that have started prioritizing cost over brand loyalty

Region	%
Global	37%
Australia	42%
US	36%
Germany	31%
UK	35%
Taiwan	43%

% that say they are now more loyal to brands that provide a consistent experience across all touchpoints

Region	%
Global	29%
Australia	27%
US	30%
Germany	25%
UK	29%
Taiwan	35%

% that have started using more loyalty schemes to get the best value from brands

Region	%
Global	28%
Australia	30%
US	21%
Germany	28%
UK	34%
Taiwan	28%

In-depth Analysis

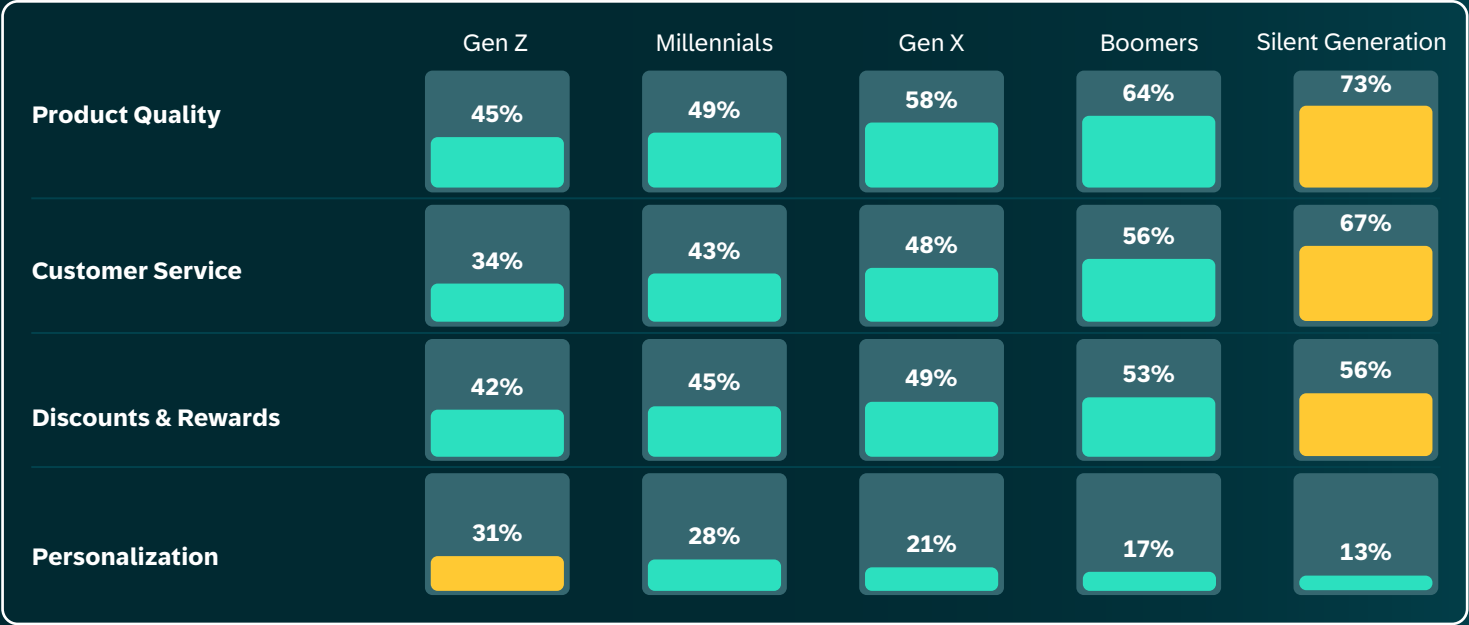# In-depth Analysis: Loyalty by Generation

What Drives Loyalty by Generation?

Loyalty looks different across generations; understanding these differences is key to earning it. In 2025, Gen Zers expect relevance and personalization. Baby Boomers prioritize product quality and service. Meanwhile, Millennials balance emotion and incentives.

♡ **Loyalty Lever**

Segment loyalty journeys by generation. A single message won't work for everyone.

	Gen Z	Millennials	Gen X	Boomers	Silent Generation
Product Quality	45%	49%	58%	64%	73%
Customer Service	34%	43%	48%	56%	67%
Discounts & Rewards	42%	45%	49%	53%	56%
Personalization	31%	28%	21%	17%	13%

Generational Loyalty at a Glance

Gen Z Loyalty:

70% say they have a brand they love and trust

21% will pay more to show loyalty

39% will switch if a brand's sustainability practices fall short
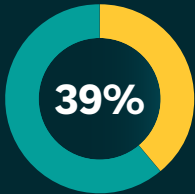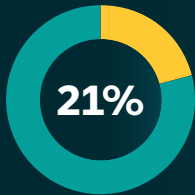
Loyalty Expression by Generation:

42% **of Millennials** have a brand's app on their phone

34% **of Gen Z** leads on loyalty via social media channels

65% **of Boomers and**

72% **Gen X** show loyalty through frequency
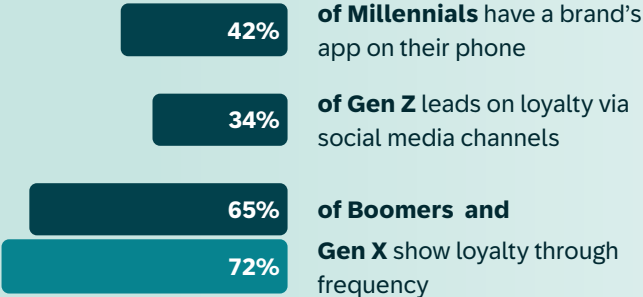
♡ Loyalty Lever

Track which channels each generation prefers and leverage AI to match your experiences accordingly. Loyalty is shown differently across age groups, but always starts with feeling understood.

Impact of Brand Sustainability on Loyalty

Although Ethical Loyalty has decreased, sustainability is important to different degrees among the generations. Brands should know that sustainability is essential for Gen Zers and Millennials.
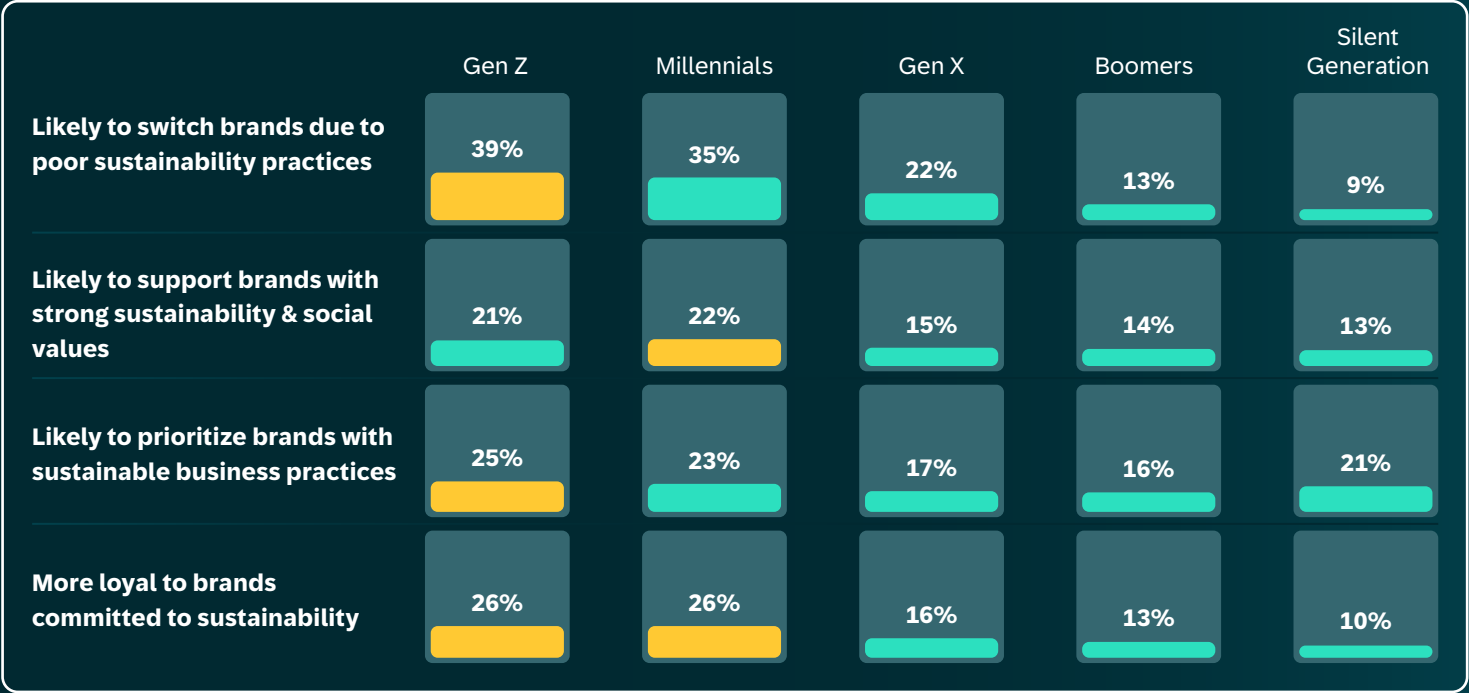
	Gen Z	Millennials	Gen X	Boomers	Silent Generation
Likely to switch brands due to poor sustainability practices	39%	35%	22%	13%	9%
Likely to support brands with strong sustainability & social values	21%	22%	15%	14%	13%
Likely to prioritize brands with sustainable business practices	25%	23%	17%	16%	21%
More loyal to brands committed to sustainability	26%	26%	16%	13%	10%

Impact of Influencers on Loyalty

Influencers continue to shape the loyalty landscape by driving brand discovery and creating short-term trust, especially with younger consumers. Yet, 1 in 10 customers now say their loyalty dips if a brand works with an influencer they don't support.

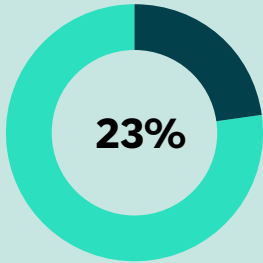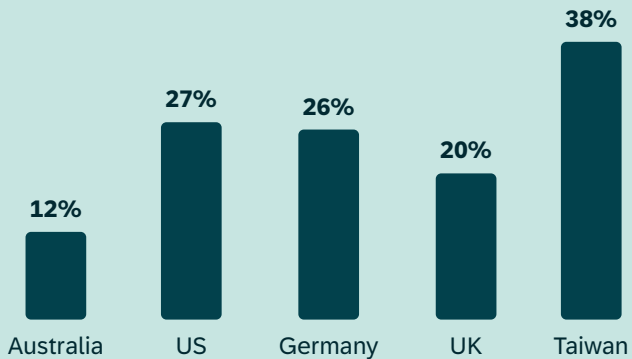|	Gen Z	Millennials	Gen X	Boomers	Silent Generation
Likely to be loyal to brand supported by their favorite influencer	17%	14%	7%	2%	N/A
Likely to purchase products reviewed by influencers	20%	15%	9%	5%	6%
Likely to weaken loyalty if a brand works with an influencer that they don't support	15%	11%	7%	5%	6%
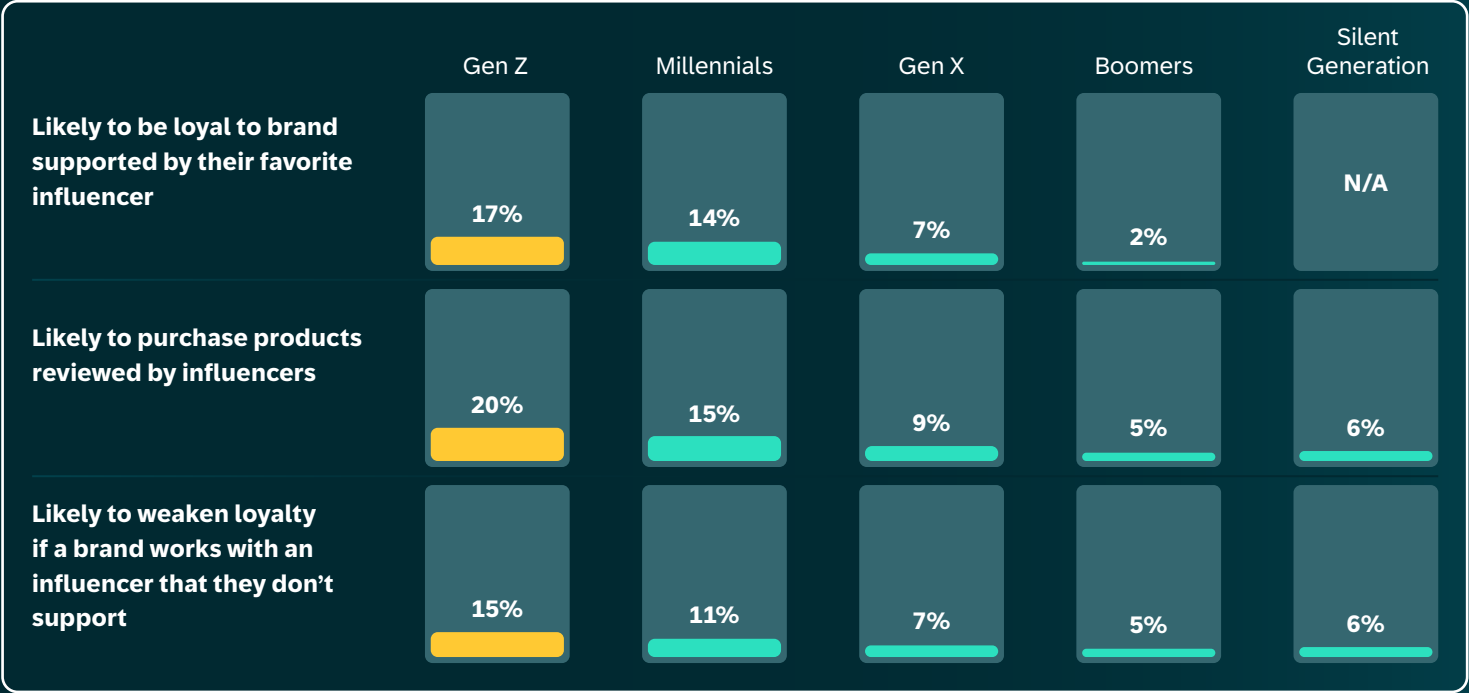
In-depth Analysis: Brand Believers

Brand Believers

23%

of consumers are Brand Believers who have done something "extreme" to show their support for a brand, such as getting a tattoo, traveling abroad to visit a store, or naming their pet after a brand.

12%	27%	26%	20%	38%
Australia	US	Germany	UK	Taiwan

How Brand Believers Show Loyalty

To show your loyalty to a brand, what would you do if paid?

To show your loyalty to a brand, what would you do for free?

	If paid	For free
Travel abroad to visit a store or experience	67%	7%
Queue overnight for a product launch	57%	6%
Name a pet after the brand	59%	9%
Permanently change their social media handle	54%	5%
Get a branded haircut	53%	5%
Get a branded tattoo	39%	4%
Legally change their name	35%	4%
Name their child after the brand	31%	5%

The Fierce Few

While we have identified Brand Believers as part of our research, they are an exception to the rule in today's fragmented loyalty landscape. These customers will stick with you through price changes, trends, and experimentation with new products. Here are some extreme and unusual examples:

"I drank Dr. Pepper for 3 months straight, every day, for a dare."

"I have eaten a Big Mac every day for 20 years."

"I named my pet bird Coco after Coco Chanel."

"I cycled three hours to buy a specific guitar when no one else had one in stock since 1967."

"I have a Sony-authorized tattoo. It's a screen-accurate copy of Ray Stantz's tattoo as seen in Ghostbusters Afterlife. Sony paid for me to get it and used footage in a promotional ad for the home release of Ghostbusters Afterlife on DVD and Blu Ray."

"Once, I camped out overnight just to grab a pair of limited-edition Nike sneakers. It was totally wild, but being first in line for a brand I genuinely love made every minute worth it. It wasn't just about the shoes; it was about sharing that excitement with fellow Nike fans who get the hype."

♡ Loyalty Lever

Loyalty is about listening. Take time to listen attentively to your customers when they talk about your brand experiences and products. Feature that user-generated content in campaigns across all of your channels.

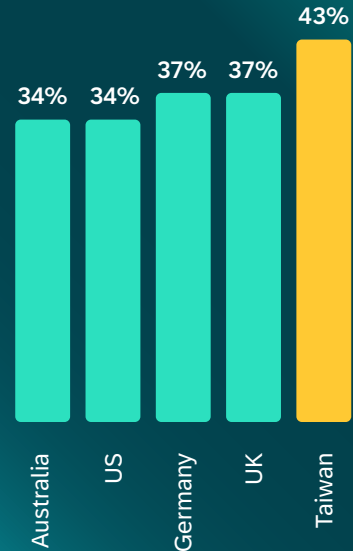# In-depth Analysis: Mobile Loyalty Drivers

Mobile Loyalty

Across the globe, many customers connect with brands through their mobile phones. In 2025, 36% of customers express their loyalty by downloading their favorite brands' apps, but also by subscribing to SMS campaigns, or using mobile wallet coupons. When customers stay engaged through mobile, you get bigger shopping carts, more first-party data, and more lifelong customers.

♡ **Loyalty Lever**

To complement your mobile app engagement strategy, use SMS to drive mobile app downloads. Mobile Wallet is an additional channel to keep your brand top of mind.

What percentage of customers show loyalty by having an app on their phone?
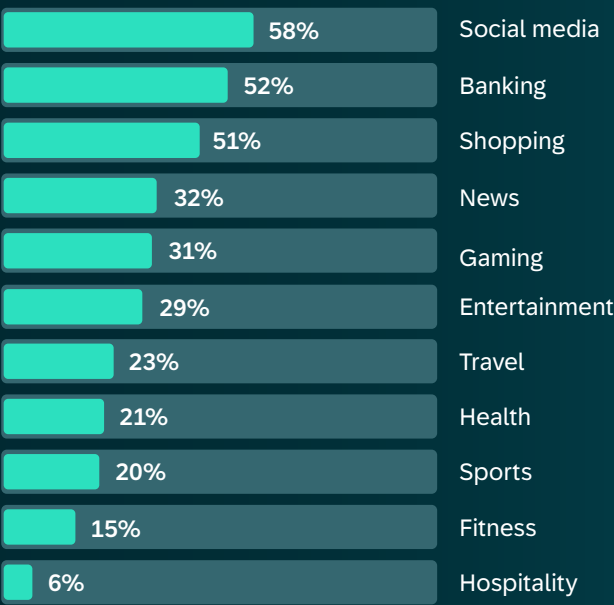

Australia	US	Germany	UK	Taiwan
34%	34%	37%	37%	43%

Mobile Loyalty Insights & Usage

What encourages customers to use an app more often?

76%
Rewards and incentives
(up from 69% in 2024)

47%
Helpful prompts

44%
Personalized messages

42%
Marketing offers

What are the most popular apps customers are using?

58%	Social media
52%	Banking
51%	Shopping
32%	News
31%	Gaming
29%	Entertainment
23%	Travel
21%	Health
20%	Sports
15%	Fitness
6%	Hospitality

Most Popular Apps by Country

UK
Social Media	59%
Banking	59%
Shopping	53%
News	33%
Travel	28%

Taiwan
Shopping	63%
Gaming	60%
Social Media	57%
Entertainment	44%
Banking	38%

Germany
Social Media	55%
Banking	52%
Shopping	50%
News	36%
Gaming	29%

US
Social Media	60%
Shopping	50%
Banking	47%
Gaming	37%
News	33%

Australia
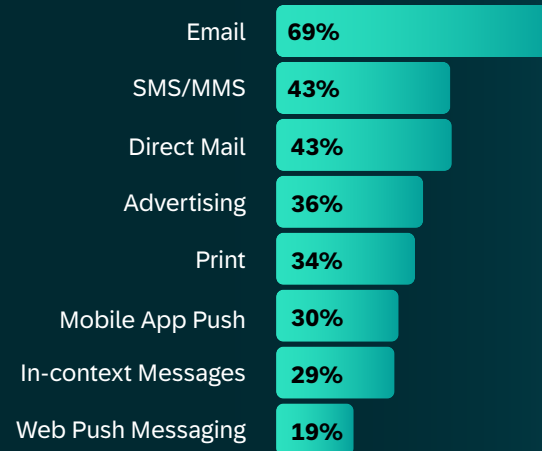|	
Banking	62%
Social Media	59%
Shopping	47%
Entertainment	26%
News	26%
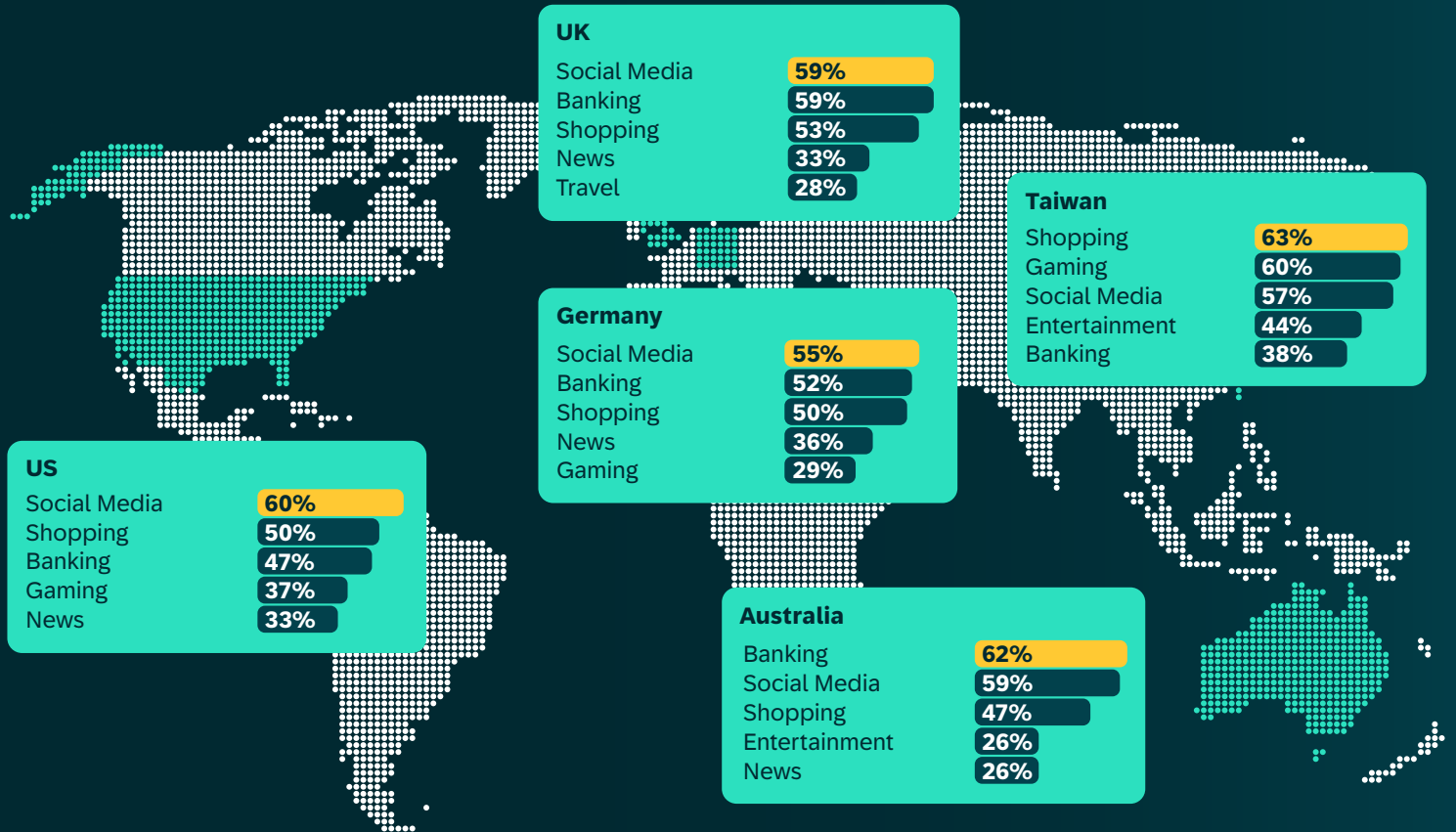
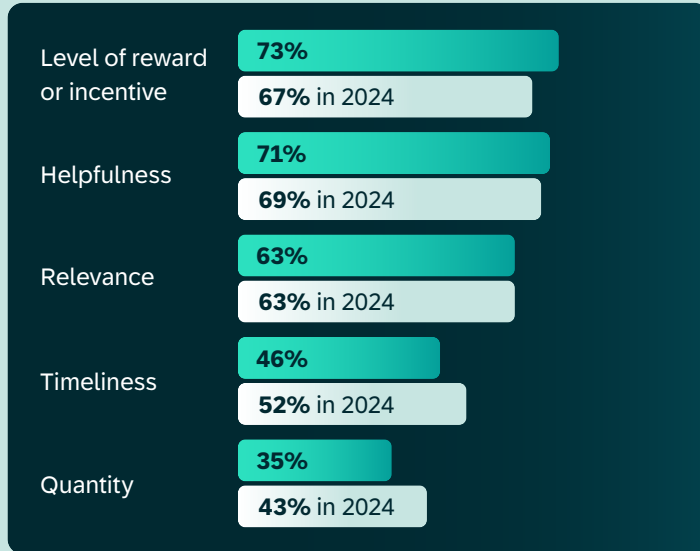# How Do Customers Prefer to be Contacted?

Understanding customer communication preferences drives more engagement. In recent years, the top three preferred communication channels are email, SMS, and direct mail.

## What type of messages do customers find most useful?

Channel	
Email	69%
SMS/MMS	43%
Direct Mail	43%
Advertising	36%
Print	34%
Mobile App Push	30%
In-context Messages	29%
Web Push Messaging	19%

What encourages customers to "allow" notifications from apps?

Level of reward or incentive
- **73%**
- **67%** in 2024

Helpfulness
- **71%**
- **69%** in 2024

Relevance
- **63%**
- **63%** in 2024

Timeliness
- **46%**
- **52%** in 2024

Quantity
- **35%**
- **43%** in 2024

Besides the reward level, customers seek brands that offer more help or support through mobile app notifications. Use this channel to drive personalized product discovery instead of batch-and-blast messages that lead to a quick opt-out and cost you more in the long run.

23%
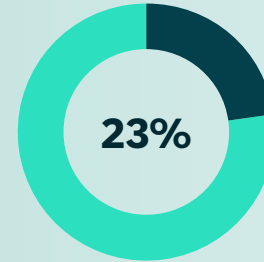
of consumers say batch-and-blast marketing actively damages their loyalty

♡ **Loyalty Lever**

Deploy AI-powered segmentation to create more cost-effective campaigns that build true loyalty. Use mobile-channels to drive email opt-ins, mobile downloads, or in-store shopping.

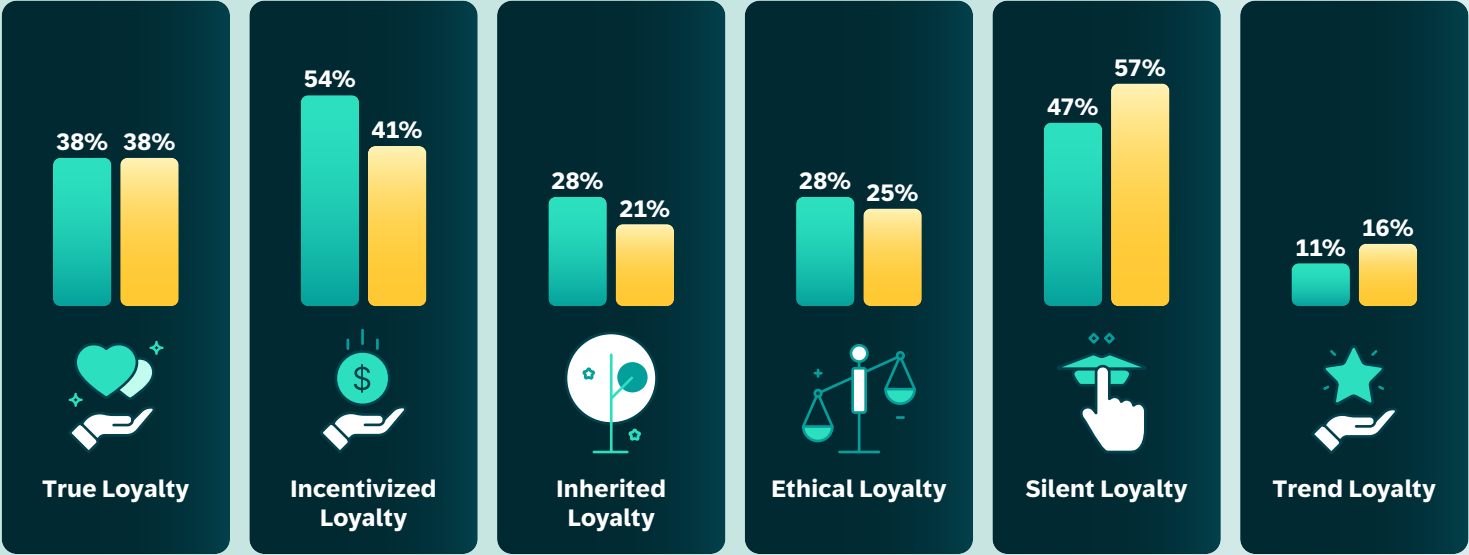# In-depth Analysis: Consumer Products and Supermarket Loyalty

Consumer Products Loyalty

In 2025, **48% of customers** reported loyalty to a consumer products (CP) brand, an **increase of 8%** points from 2024. Shoppers stick with brands offering reasonable prices, consistent quality, and easy in-store and online experiences.
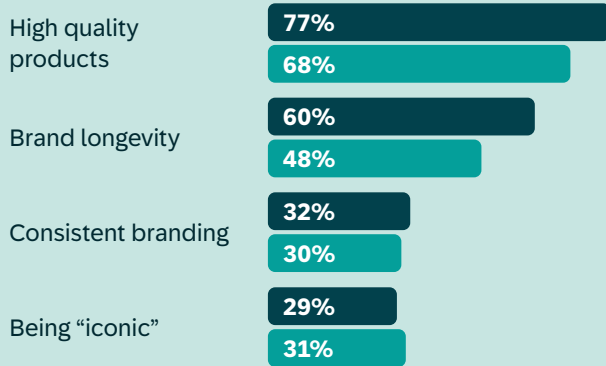
CP Customer Loyalty
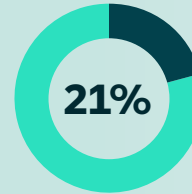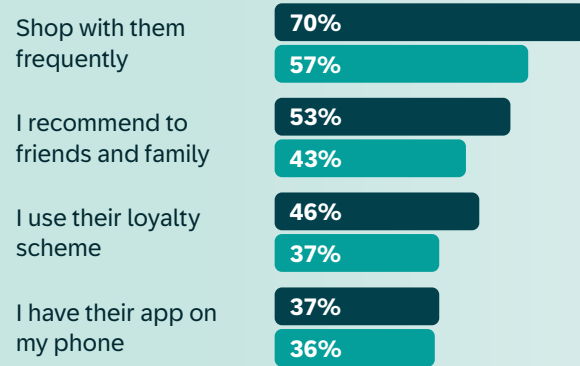
● *Consumer Products*   ● *Other Respondents*

Loyalty Type	Consumer Products	Other Respondents
True Loyalty	38%	38%
Incentivized Loyalty	54%	41%
Inherited Loyalty	28%	21%
Ethical Loyalty	28%	25%
Silent Loyalty	47%	57%
Trend Loyalty	11%	16%

Key Loyalty Drivers for CP Brands

High quality products
- 77%
- 68%

Brand longevity
- 60%
- 48%

Consistent branding
- 32%
- 30%

Being "iconic"
- 29%
- 31%

How do CP customers show their loyalty?

Shop with them frequently
- 70%
- 57%

I recommend to friends and family
- 53%
- 43%

I use their loyalty scheme
- 46%
- 37%

I have their app on my phone
- 37%
- 36%

Why are CP customers loyal to particular brands?

High quality products
- 64%
- 54%

Widest range of products
- 43%
- 39%

Regular discounts, loyalty points, and incentives
- 43%
- 35%

Consistent low prices
- 41%
- 33%

● Consumer products
● Other respondents

21% of CP consumers buy products that are more expensive than alternatives
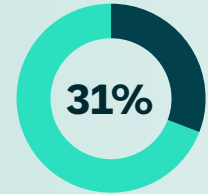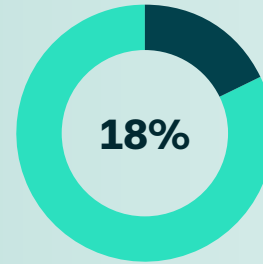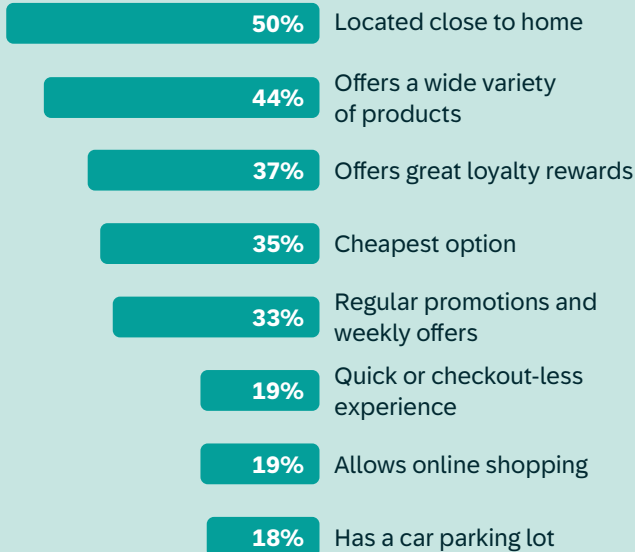
31% of CP consumers want a seamless experience every time they interact with a brand

Loyalty Toward Physical Stores

Despite the growth of online shopping, experiences in physical stores still influence their trust and long-term relationship with a brand. Loyalty for supermarkets tends to center around convenience, value, and trust.

Why are customers more loyal to a supermarket, grocery store, or a shop?

- **50%** Located close to home
- **44%** Offers a wide variety of products
- **37%** Offers great loyalty rewards
- **35%** Cheapest option
- **33%** Regular promotions and weekly offers
- **19%** Quick or checkout-less experience
- **19%** Allows online shopping
- **18%** Has a car parking lot

18%

of customers don't care which supermarket they use if it meets their needs.

♡ Loyalty Lever

To build lifelong loyalty, brands need more than great products. Use customer data to send reminders when they might be running low on certain items. Deploy location-based marketing tactics to reach customers when they are nearby.
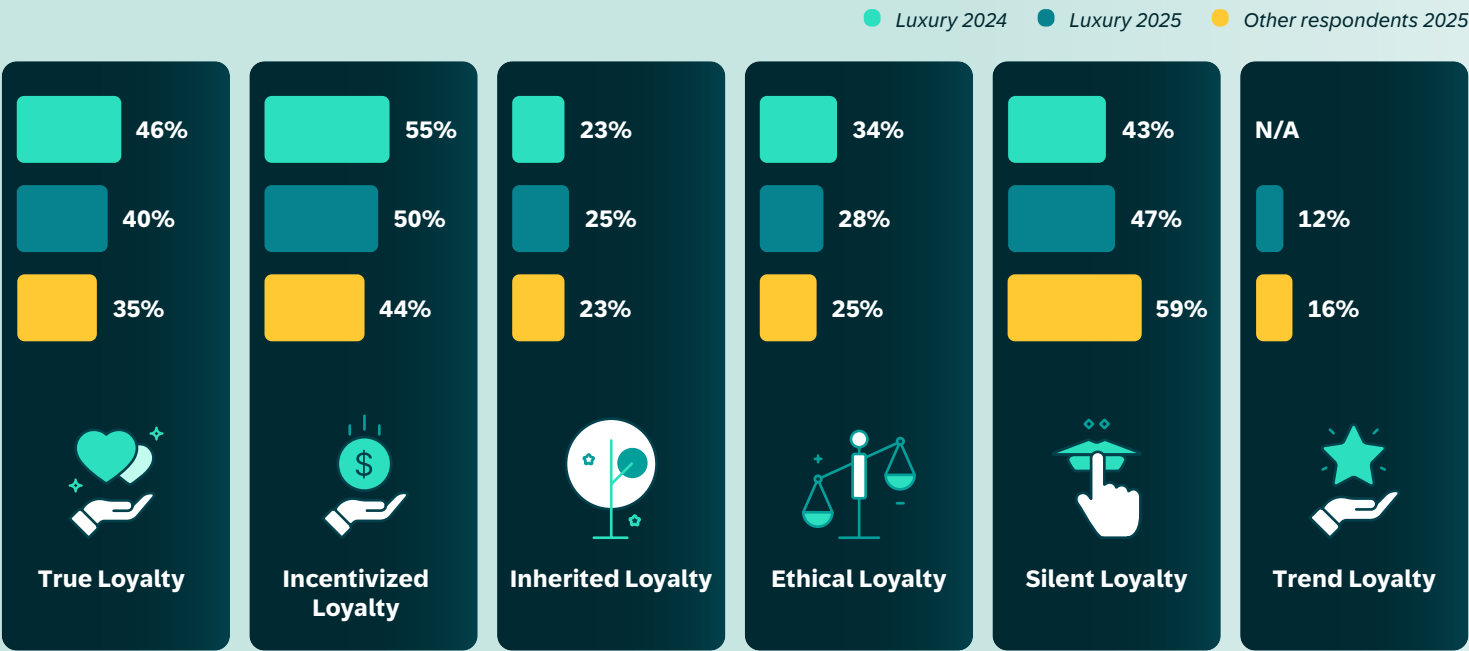
In-depth Analysis: Luxury Loyalty in 2025

Luxury Loyalty* in 2025

In the world of luxury, loyalty isn't earned with points. Instead, Luxury Loyalty transforms one-time buyers into brand devotees through curated, high-touch experiences.

● Luxury 2024   ● Luxury 2025   ● Other respondents 2025

True Loyalty
- 46%
- 40%
- 35%

Incentivized Loyalty
- 55%
- 50%
- 44%

Inherited Loyalty
- 23%
- 25%
- 23%

Ethical Loyalty
- 34%
- 28%
- 25%

Silent Loyalty
- 43%
- 47%
- 59%

Trend Loyalty
- N/A
- 12%
- 16%

* Respondents who selected "They produce high quality / exclusive products" when asked "What best explains why you are loyal to particular brand(s)?"
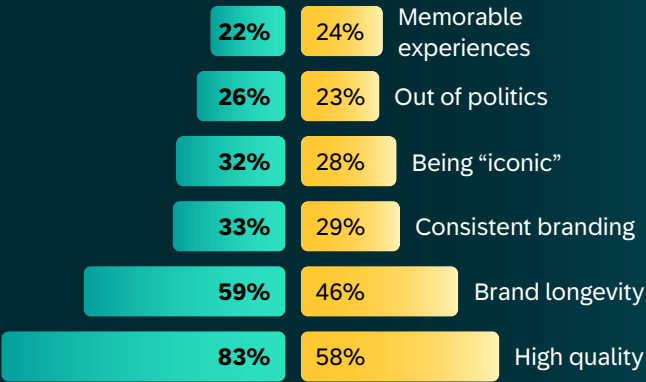
Luxury Loyalty Drivers

Brand longevity has increased **by 12%** since 2024, highlighting how important it is for luxury shoppers to withstand time and remain relevant throughout the years.
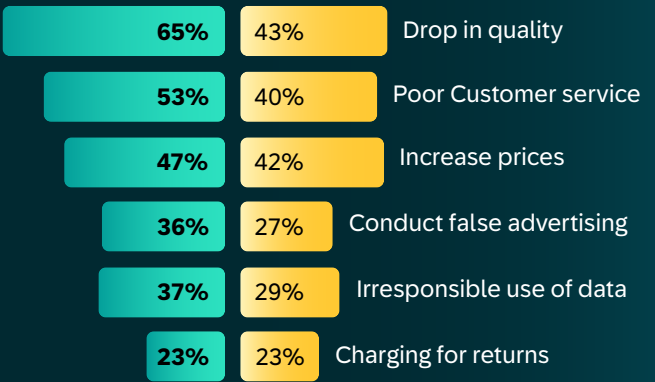
♡ Loyalty Lever

Luxury brands need to treat loyalty as a long-term strategy by investing in hyper-personalized experiences, using AI technologies to maximize customer engagement.

What positively impacts your loyalty to luxury brands?

Luxury 2025	Other respondents 2025	
22%	24%	Memorable experiences
26%	23%	Out of politics
32%	28%	Being "iconic"
33%	29%	Consistent branding
59%	46%	Brand longevity
83%	58%	High quality

● *Luxury 2025*   ● *Other respondents 2025*

What negatively impacts your loyalty to luxury brands?

Luxury 2025	Other respondents 2025	
65%	43%	Drop in quality
53%	40%	Poor Customer service
47%	42%	Increase prices
36%	27%	Conduct false advertising
37%	29%	Irresponsible use of data
23%	23%	Charging for returns

● *Luxury 2025*   ● *Other respondents 2025*

Conclusion

Loyalty in the Engagement Era

Loyalty has never mattered more. True Loyalty is declining and harder to earn. Customers are still loyal, but only to brands that make them feel understood. Trend Loyalty is rising and fueled by emotion, speed, and social influence. Inherited Loyalty no longer holds as expectations have changed.

What is driving these changes? A growing personalization gap. This isn't a messaging issue. It's a data and execution challenge. To close that gap, brands need more than campaigns.

SAP Emarsys empowers brands to turn insight into action by using real-time customer data, predictive AI, and omnichannel customer engagement to close the personalization gap and earn lasting loyalty.

In today's Engagement Era, loyalty must be earned with relevance, consistency, and care. Every interaction with your customers is a catalyst for inspiration, driving innovation and forging bonds that transcend transactions.

Methodology
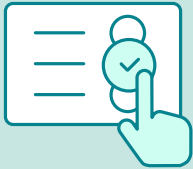
10,006

Respondents across the United States (US), the United Kingdom (UK), Australia, Germany, and Taiwan.

The research was conducted by Opinion Matters as part of global research among a sample of 10,006 respondents (aged 16+) across the United States (US), the United Kingdom (UK), Australia, Germany, and Taiwan. The data was collected between 5 and 12 June 2025. Opinion Matters abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Opinion Matters is also a member of the British Polling Council.

The report also includes global data from past research conducted in 2024 by Opinion Matters and combined with 3Gem Research and Insights, with a sample of 12,041 general respondents across the United Kingdom, the United States, Germany, Australia, and the United Arab Emirates.

Additionally, this report includes global data from past research conducted in 2023 by Opinion Matters only, with a sample of 10,057 general respondents across the United Kingdom, United States, Germany, and Australia, and in 2022 and 2021 with samples of 9,063 and 7,074 general respondents respectively across the United Kingdom, United States, Germany, Australia, and France.

The generation breakdown throughout this report refers to Gen Z, 16 to 28 years old; Millennials, 29 to 44; Gen X, 45 to 60; Baby Boomer, 61 to 79; and the Silent Generation, 80+.

Moreover, in this report when it is mentioned a percentage change or difference in percentages, we refer to percentage points difference rather than percentage rate.
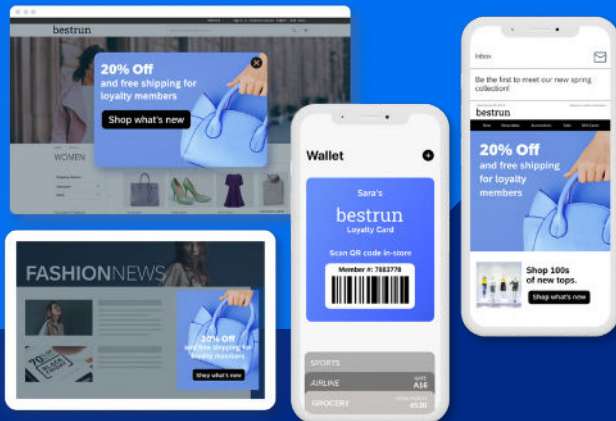
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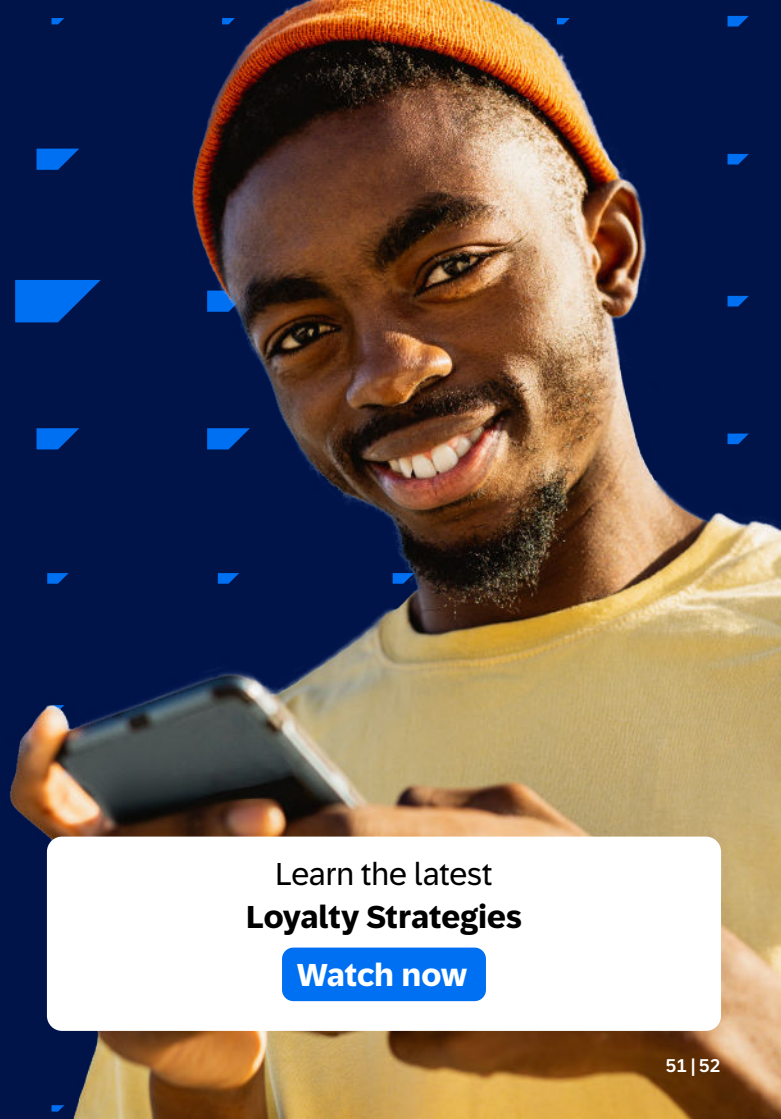
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