



Euromonitor  
International

# Elevating Engagement: The Loyalty Landscape in Asia Pacific

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## 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

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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](http://www.euromonitor.com/elevating-engagement-the-loyalty-landscape-in-asia-pacific/report).