

A Question of Loyalty

Foodservice loyalty programs give operators a way to engage with and learn about their customers — and keep them coming back. However, even though consumers' awareness of these types of programs in Australia is high, many are still not signing up. This is a significant missed opportunity to engage with customers and better understand their purchasing behaviour. **Here is a closer look.**

Sign-ups lag awareness

14% of foodservice consumers have signed up for a restaurant loyalty program.



16% of foodservice consumers are aware of loyalty programs, but have not signed up.



14%

Retail channel leads in loyalty

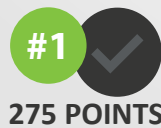
Supermarkets, petrol/C-stores, and other retail establishments

have the highest share of loyalty program visits at 41%.



What do consumers want from loyalty programs?

Ease of earning points



Point redemption for discount



Birthday rewards/offer



Understanding consumer loyalty and other foodservice trends is critical to your ongoing success. As the foodservice industry's trusted source for data, industry expertise, and prescriptive analytics, we provide continual and rigorous tracking of more than 60,000 consumer visits to the Australian foodservice industry every year.

Source: The NPD Group/CREST, Quarter End March 2019

Get more insights like this.
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