UK consumers finding it difficult to remember to take their loyalty card with them when shopping

- 8 MILLION UK shoppers use their loyalty cards less than they did a year ago
- 30% of shoppers want loyalty schemes to be linked to their payment card to ensure that they are automatically rewarded for purchases
- 21% want loyalty cards to be stored on a smartphone payment app
- 21% would rather receive receipts through an app
- 26% would rather receive receipts through a text
- Despite frequency of usage declining, 9 in 10 consumers still use a loyalty card

Rewards and Discounts

The importance of claiming discounts and rewards easily and automatically is highlighted by the growth in popularity of cashback cards and discount services.

- More than half of older consumers aged 25-64 would still prefer a paper voucher issued at the till instead
- Groupon is now used by 1 in 10 shoppers (11%)
- More than 15% use credit card cashback schemes

Loyalty card penetration

- 9 in 10
- Despite frequency of usage declining, 9 in 10 consumers still use a loyalty card
- Tesco Clubcard 68%
- Nectar Card 59%
- Boots Advantage Card 48%