

# How customers are redefining loyalty in 2023



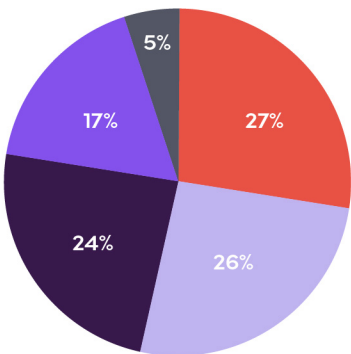
## LOYALTY ≠ EXCLUSIVITY

Loyalty is not about solely shopping one brand or retailer according to most consumers

### BRAND LOYALTY

What does it mean to be loyal to a particular grocery and household item use brand?

- It is the brand I buy most often
- I have a preferred brand but I'm willing to try other brands
- It is one of the top (but not the only) brands I consider
- It is the brand I want to buy the most
- I only ever buy that brand and nothing else

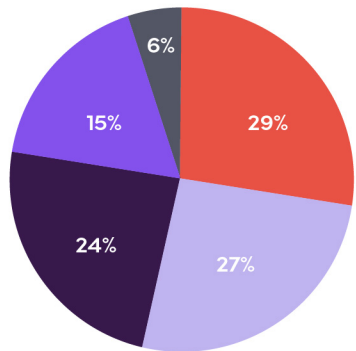


Source: 84.51° Loyalty Insights Study February 2023

### RETAILER LOYALTY

What does it mean to be loyal to a particular grocery and household item use retailer?

- It is the retailer I shop most often
- I have a preferred retailer but am open to shopping other retailers
- It is one of the top (but not the only) retailers I consider
- It is the retailer I want to buy the most
- I shop at one retailer for all my needs



Source: 84.51° Loyalty Insights Study February 2023

## THE TOP 3 THINGS SHOPPERS LOOK FOR IN A BRAND AND HOW BRANDS CAN RESPOND

**62%** **"GOOD VALUE FOR THE MONEY"**

Measure the value customers put on different features and highlight the most popular ones in packaging, campaigns, etc.

**34%** **A "BRAND I TRUST"**

Audit the customer experience to understand public perception of product reliability, quality, information transparency and identify pain points

**20%** **"COMES IN THE VARIETIES I WANT"**

In addition to providing the most popular varieties, reconnect with lapsed shoppers to remind them of their favorite flavors and varieties

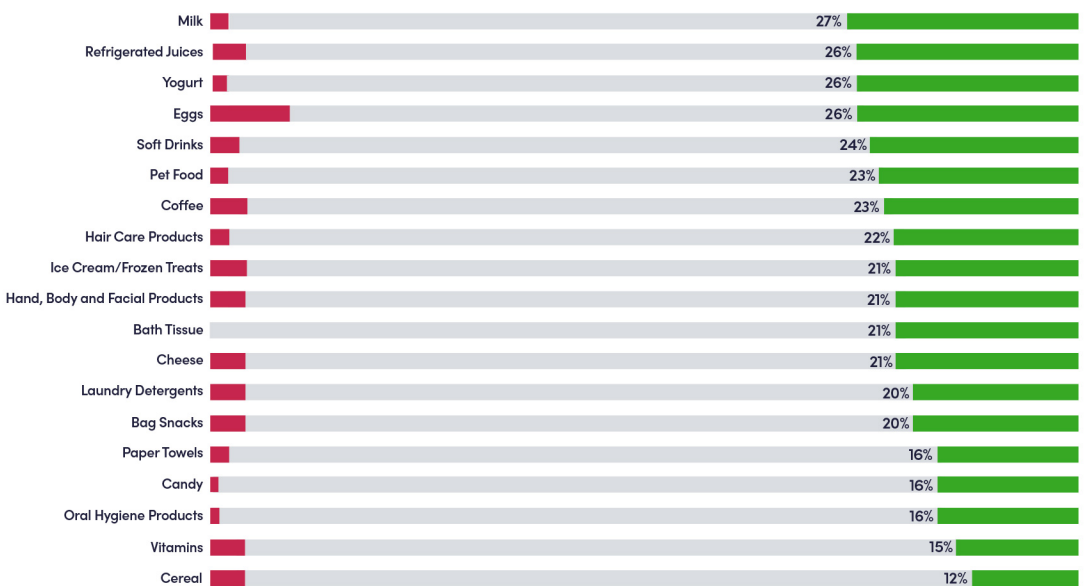
## WHAT CUSTOMERS LOOK FOR WHEN DECIDING WHERE TO SHOP



## BRAND LOYALTY CHANGES IN PAST YEAR

Milk, refrigerated juices and yogurt saw some of the greatest increases in brand loyalty

- I'm LESS LOYAL to my preferred brand in this category
- My loyalty to my preferred brand in this category HAS NOT CHANGED
- I am MORE LOYAL to my preferred brand in this category



Source: 84.51° Loyalty Insights Study February 2023

DOWNLOAD OUR WHITE PAPER FOR MORE INSIGHTS ON THE EVOLUTION OF BRAND LOYALTY