



TBC discovered that women want to be rewarded for their loyalty!

The top three reasons why women participate in **Loyalty Programs** include:

82%

of all women surveyed are enrolled in a consumer loyalty/rewards program.



82%

like to earn free stuff

81%

like to save money

74%

like to receive discounts and coupons

top three reasons why women **DON'T** participate in **Loyalty Programs** include:

36%

say it takes too long to earn valuable rewards

27%

say the rewards are not very motivating

23%

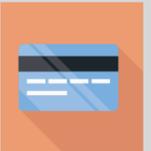
say they receive too many emails from companies that have programs

The **top 5 Loyalty Program** categories (based on participation) include:

76% Grocery Stores



57% Credit Cards



45% Clothing Retailers



43% Food/Restaurants



38% Cosmetic Retailers



The **10 most-coveted** rewards include:

87%

Samples

83%

Product Discounts

83%

Free Shipping

79%

Annual Birthday Gift

74%

Points Redeemable for Free Gifts

69%

Gift Cards

67%

Cash Back

66%

Coupons

35%

Sweepstakes

18%

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93% of women would rather be enrolled in a free loyalty program with smaller rewards, than a pay to enroll program with larger rewards

69% of women think that they should be rewarded both instantly and periodically over-time

76% of women learn about a loyalty program in-store after being prompted by a store associate

9 out of 10 women expect to earn higher rewards as they spend more!

To know more about what female consumers want, need and desire from beauty and personal care brands, contact The Benchmarking Company at info@benchmarkingcompany.com or 703.871.5300

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Beauty & Personal Care Consumer Research