

Official  
DACH Report



# FASHION RETAIL LOYALTY REPORT 2024

This is how your  
customers think



hello  
again.



HANDELS  
VERBAND

In cooperation with Handelsverband Österreich

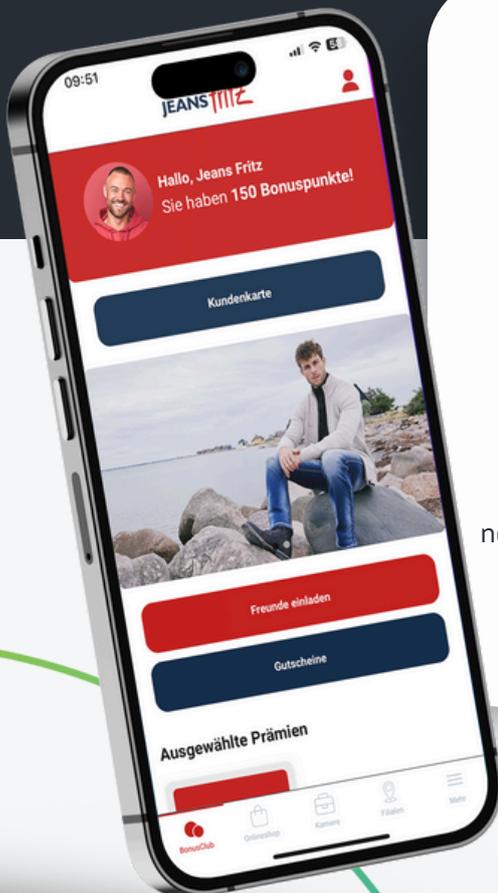


## FASHION RETAIL



97.2%

of respondents find **customer loyalty programs in the fashion retail industry attractive.**



# JEANS fritz

Jeans Fritz shows how digital customer loyalty programs are revolutionising the fashion retail industry!



95% more

new registrations since the introduction of the app



+19%

average cart value compared to non-app users



4.8 Stars

average app rating in the various app stores

34.7%



of respondents **buy more** since using a customer loyalty programme.

How attractive do you find customer bonus programs (e.g. customer card, loyalty club, collection pass) in the 'fashion retail/clothing' sector? (n=427)

In your opinion, how has your purchasing behaviour changed at those companies/stores where you use a customer bonus programme since you became a member? (n=427)



# Purchasing behavior in the fashion retail industry

## Weekly Information

**80.8 %**

would like to be informed about new offers at least once a week.

## In-App Offers



**38.6 %**

of respondents would like to be informed about new collections via a fashion retailer's app.

# Customer Loyalty Programs in the fashion retail industry

## Customer Preference



**74.9 %**

of those surveyed prefer to visit a fashion retailer that offers a customer loyalty program.

## Discounts



**61.1 %**

of respondents think that sales and discounts in customer loyalty programs are particularly attractive.

How often would you like to be informed about offers and news from companies? [n=235]

Which benefits/rewards would be particularly attractive to you in customer bonus programs in the 'fashion retail/clothing' sector? [n=427]

When you think of customer bonus programs in the 'fashion retail/clothing' sector - which of the following statements do you agree with? [n=427]

How would you like to be informed about offers and news from companies where you shop at least occasionally? [n=427]



# Digital Customer Loyalty Programs in fashion retail

## Digital Programs



### More than one third

favours a fashion retailer with a digital customer loyalty program.

## App beats loyalty cards



### 60.7%

see it as an advantage to always have their smartphone with them compared to a physical customer card.



# Inflation in the fashion retail industry

## Usage since inflation

### 44.0%

of respondents use customer loyalty programs more frequently since inflation levels rose.

## Support for savings



### 88.8%

state that, especially in times of high inflation rates, they feel supported by customer loyalty programs trying to save money.

When you think of customer bonus programs in the 'fashion retail/clothing' sector, which of the following statements do you agree with? [n=427]  
Where do you generally see the advantages of digital customer loyalty programs compared to physical customer loyalty programs? [n=427]  
To what extent have the current price increases influenced your use of customer loyalty programs compared to 5 years ago? [n=427]  
In your opinion, to what extent do customer bonus programs help you to save as much as possible in times of inflation? [n=427]

# Customer Feedback

from the fashion retail industry



**Thorsten Fritze**

Executive Director  
JeansFritz

**JEANS** *fritz*

'Customers' need for information is particularly high in fashion retail: the majority want to be informed about the latest collections at least once a week.'

Digital customer loyalty plays a central role here, as this is the only way to ensure that the information is up-to-date, relevant and that the needs of customers remain in focus. A digital bonus club thus becomes a companion through the world of fashion, in bricks-and-mortar and online retail, and consumers also feel supported when it comes to saving money.'



## SUMMARY

Probability of switching

# 8 out of 10



respondents would rather use a digital solution, if one existed!

Suppose there was also a digital alternative for your physical customer bonus programs (e.g. app with customer account). Would you switch to a digital solution? (n=375)



Build your own customer loyalty app in 60 seconds!  
**Test the App Builder now!**



We would love to share more information with you in a non-binding talk!  
**Get in touch now!**