

BAKERY LOYALTY REPORT 2024

This is how your
customers think

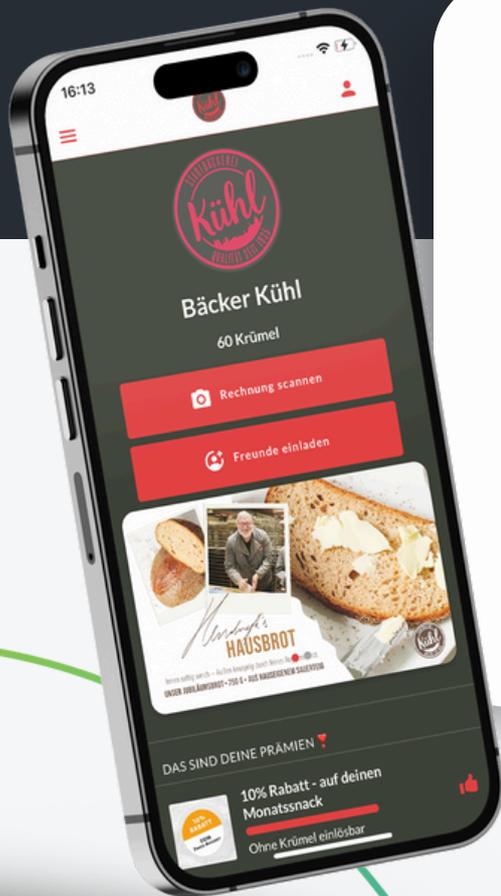


HIGHLIGHTS
BAKERIES



 **96.2%**

of all respondents think that **Customer Loyalty Programs** from bakeries and confectioners are attractive to them.



Stadtbäckerei Kühl shows what digital customer loyalty can look like in the bakery industry!



15.000

registered app users



400.000

purchases with usage of the new app



Almost 50%

regularly active app users

32% 

of respondents **consume more** since using a customer loyalty program.

How attractive do you find customer bonus programs (e.g. customer card, loyalty club, collection pass) in the 'bakeries and confectioneries' sector? (n=306)

In your opinion, how has your purchasing behaviour changed at those companies/shops where you use a customer bonus program since you became a member? (n=306)



Purchasing behavior in the bakery industry

Weekly Information

84.2 %

would like to be informed about news from the bakery or confectionery at least once a week.

In-App Offers



35.0 %

would like to be informed about seasonal offers from the bakery or confectionery via a company app.

Customer Loyalty Programs in the bakery industry

Customer Preference



64.4 %

of all respondents prefer to visit a bakery or confectionery that offers a customer loyalty program.

Discounts



63.1 %

of all respondents state that they find discounts in customer loyalty programs very appealing.

How often would you like to be informed about offers and news from companies? (n=285)

How would you like to be informed about offers and news from companies from which you shop at least occasionally? (n=306)

When you think of customer bonus programs in the bakery and confectionery sector, which of the following statements do you agree with? (n=306)

Which benefits/rewards would be particularly attractive to you in customer bonus programs in the 'bakeries and patisseries' sector? (n=306)



Digital Customer Loyalty Programs in the bakery industry

Digital Programs



more than a fifth

prefers a bakery or confectionery with a digital customer loyalty program.

App beats loyalty cards



47.7%

of respondents think it is good to have fewer cards in their wallet thanks to a digital customer loyalty program.

Inflation in the bakery industry

Usage since inflation

40.8%

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

Support for savings



86,9%

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

Customer Feedback from the bakery industry



Felix Kühl

Managing Director
Stadtbäckerei Kühl



'Traditional craftsmanship and innovation have long since ceased to be a contradiction in terms; on the contrary, these two must be combined for a modern bakery.'

'Customers' surprisingly high need for information makes digital communication indispensable and can be decisive for the success of many businesses. In addition, customer loyalty programs give customers the feeling that they are being helped to save money, which also increases their visits to the branch.'



SUMMARY

Probability of switching

7 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=279)



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!