

LOYALTY ON THE LINE

How Economic Pressures Are Reshaping Shopper Behavior

U.S. Consumer Survey and Insights

WHAT
TODAY'S
SHOPPERS
REALLY
WANT
FROM
BRANDS

Snipp conducted a survey of 400 U.S. consumers who regularly purchase everyday household items to understand how current events are impacting brand loyalty, what pushes their buttons to switch or stay and glean insights into their evolving demands from loyalty programs. The goal? To uncover what keeps people coming for more and what sends them searching.

Curious? Read on - these findings shine a bright light on how economic realities, consumer promotions, loyalty programs, and the rise of private label brands are reshaping shopper attitudes and behavior. Whether you're a brand looking to build deeper shopper connections or a retailer trying to keep carts piled high, there's plenty here to inform your next strategic move.

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Survey Results

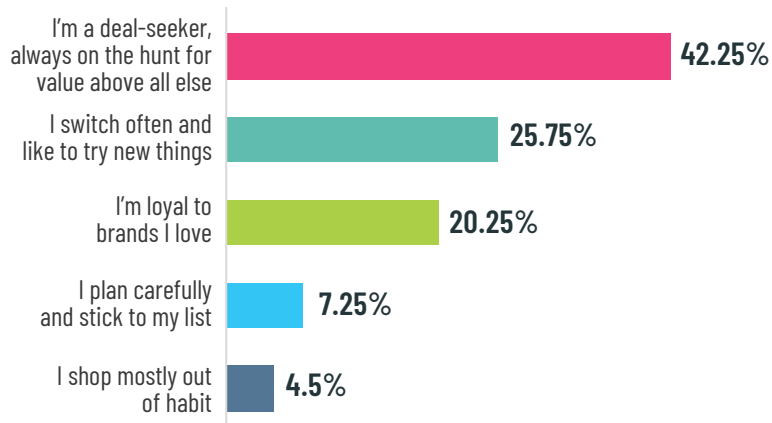
On the following pages, see the full results of the survey. Whether you're a brand or a retailer, use this data and these insights to inform your shopper engagement strategy.



1 Shopping Styles & Loyalty Habits: Price First, Brand Second

When we asked respondents how they approach their everyday shopping, the message was clear: value is king. 42.25% of shoppers describe themselves as “deal-seekers”, while just 20.25% still identify as being loyal to brands they love. Another 25.75% “switch often to try new things”, indicative of shopper’s pursuit of products that meet their changing requirements. With a one-two punch of inflation and rising costs, it’s no surprise they’re more willing than ever to jump ship to new and different brands. Loyalty isn’t dead – it’s just more focused on quality and price. 79% of respondents say “consistent product quality” keeps them loyal. 84.25% say “Good value for the price” plays a key role, and 25.25% say personalized offers & rewards help tip the scales when choosing how to spend.

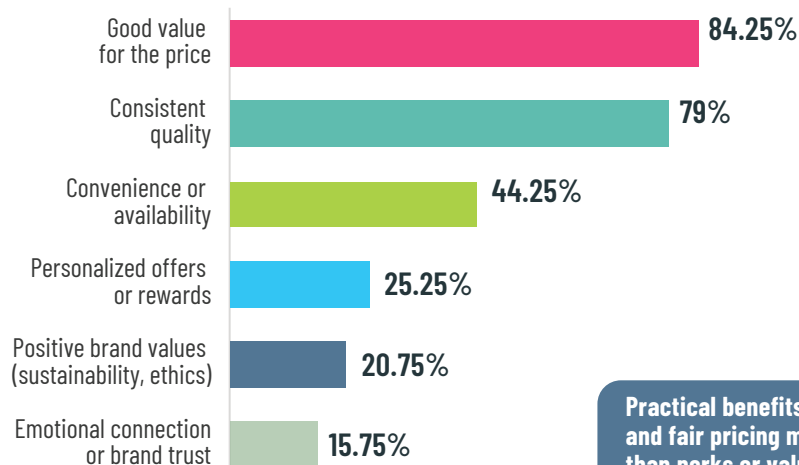
How would you describe your shopping style?



Most shoppers are driven by savings rather than loyalty.

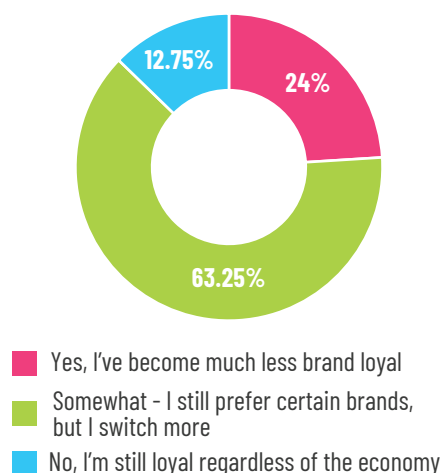
Quality and value consistently outperform emotional connection when it comes to keeping customers loyal.

What makes you stay loyal to a brand?



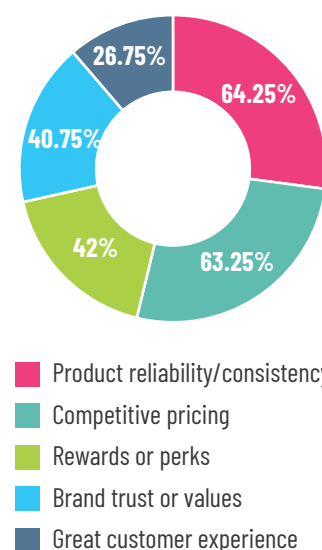
Practical benefits like reliability and fair pricing matter more than perks or values.

Has your brand choice changed over the past 6 months due to economic factors (e.g. inflation, job concerns, rising prices)?

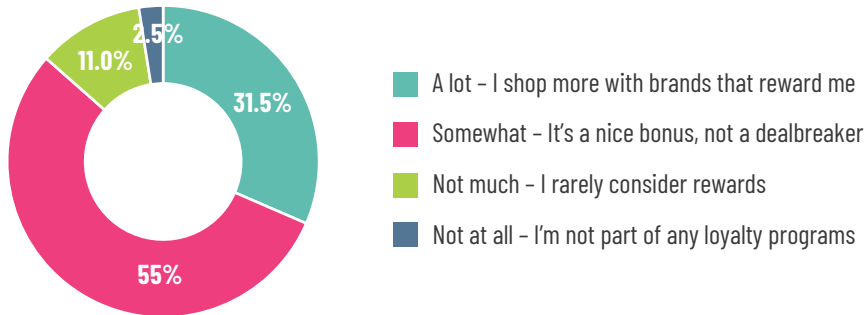


Economic pressures weakening brand loyalty, with more shoppers more willing to switch than stay.

Which factor is most important in earning your loyalty as a shopper?



How much do loyalty programs influence your decision to stick with a brand?

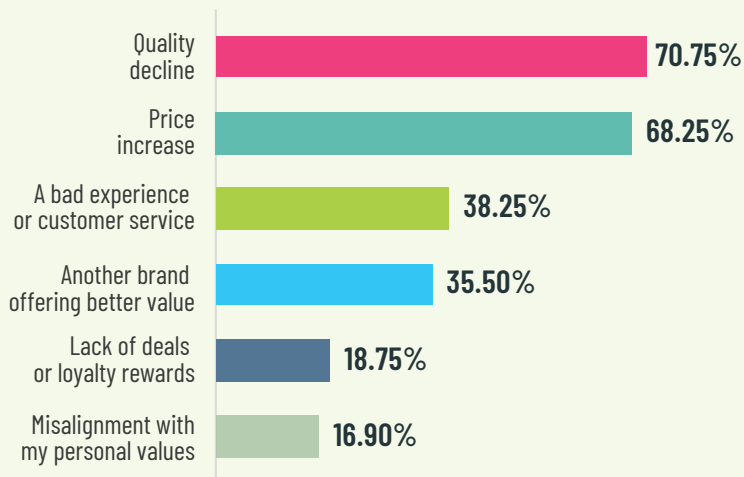


Loyalty programs can tip the scale, but they're most effective when paired with overall value.

2 Why Shoppers Walk Away: Loyalty Disruptors

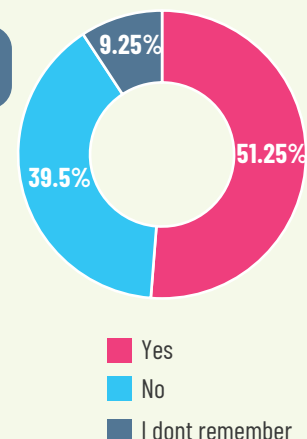
As with love, brand loyalty too can be fleeting. When we asked what makes shoppers stop buying a brand they've used for a while, the top dealbreakers were clear: 68.25% said price increases, 70.75% pointed to declining product quality, and 38.25% flagged a poor customer experience. In fact, 51.25% of respondents said they had recently switched brands because of a better offer from a competitor. And here's the kicker: A whopping 84.5% said they're very or somewhat likely to try a new brand if the deal is good enough. In today's shopping marketplace, promotions and discounts aren't just nice-to-haves - they're the pathway to customer acquisition and retention.

What would cause you to stop buying from a brand you've used for a long time?



Declining quality and price hikes are the top loyalty deal-breakers, proving even long-time customers have limits.

Have you switched brands recently because of a better offer or promotion from a competitor?



Offers are powerful motivators for change.

How likely are you to switch brands when there's a good deal on a brand you normally don't buy?

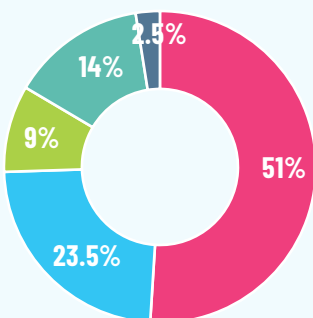


Deal-driven trial rules - most shoppers are open to switching for a better price or promotion.

3 Trial vs. Retention: Winning the Repeat Purchaser

Great deals may win the first trial, but keeping that customer? 72.50% would return to their regular brand for a better price or promotion. Shoppers say they'll return only if the brand continues to deliver on value, quality, or convenience. Think you have a passionate connection to your shopper? Emotional ties help, but they're not the main reason people stay - only 15.75% cited emotional connection as a key retention factor. For categories like groceries and cleaning products, switching is routine, but earning repeat business takes more than a single offer with selective shoppers. Good value for the price 84.25% was the number one answer given for what makes them loyal to a brand.

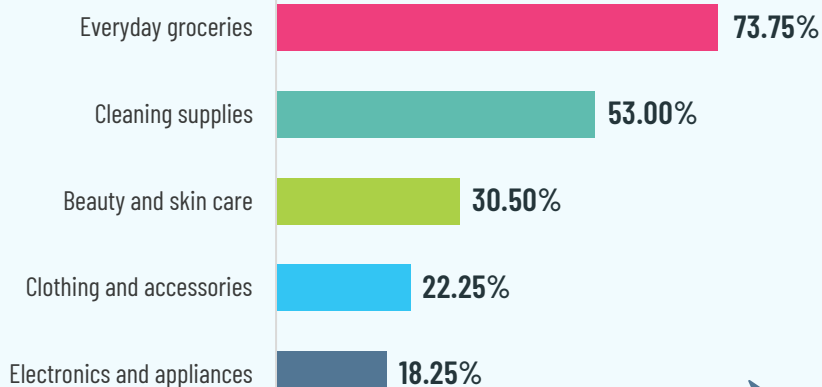
What kind of promotion most motivates you to try a new brand?



Discounts are the most effective trigger for trial, far outweighing softer tactics.

- Deep discount or rebate
- Free sample
- Loyalty bonus for switching
- Product recommendations or reviews
- I rarely buy new items

In the last six months, have you switched from your regular brand to a different one for any of the following?



Brand switching is widespread, especially in daily-use categories like groceries and cleaning products.

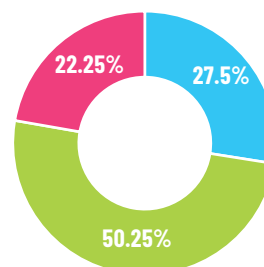


4 Ethos Alignment: A Nice-to-Have, Not a Deal-breaker

While price and quality top the list, emotion still matters - just not as much. 27.75% of shoppers say it's very important that a brand reflects their personal values, like sustainability, diversity, or social impact. Another 50.25% say it's "somewhat important - it's a nice bonus". When prices rise or value drops, shoppers are quick to reconsider - even if they support the brand's mission. Emotional loyalty, it seems, is more of a tie-breaker than a deal-maker.

How important is it that a brand shares your values (e.g. sustainability, diversity, social impact)?

While values can influence decisions, consumers prioritize practical benefits like price and quality.

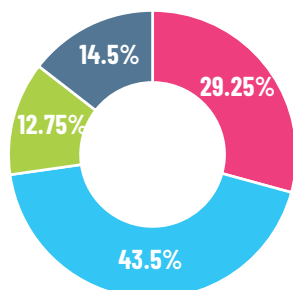


- Very important - it influences what I buy
- Somewhat important - it's a nice bonus
- Not important - I care more about price and quality

5 Private Labels Gaining Ground

If you're a national CPG brand, take heed: the store brand revolution is real. 72.75% of shoppers say they've switched from a national brand to a store brand in the past year—and many (29.25%) now prefer them over their favorite brands. Why the shift? 79.50% say lower prices drew them in, 51.75% cite comparable quality, and 29.25% mention better availability. That doesn't mean national brands are out of the running—but it does raise the bar. To win shoppers back, national brands need to offer shoppers better price or promotion (72.5%), improved quality (52.75%), or loyalty rewards (22.25%).

Have you switched from a national brand to a store's brand recently?

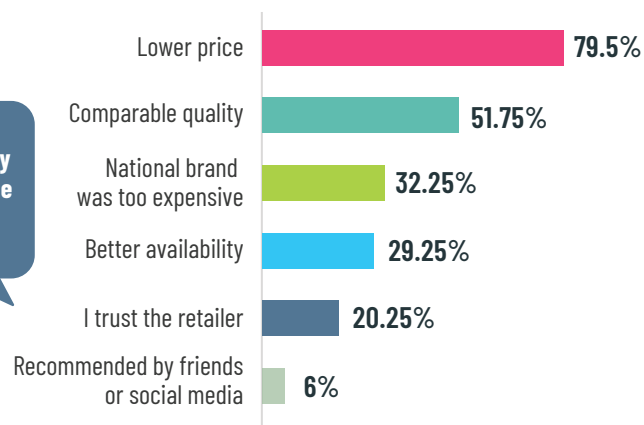


- Yes, and I now prefer the store's branded product
- Yes, but I prefer the national brand
- No, I stick with national brands
- I've always purchased store brands whenever possible

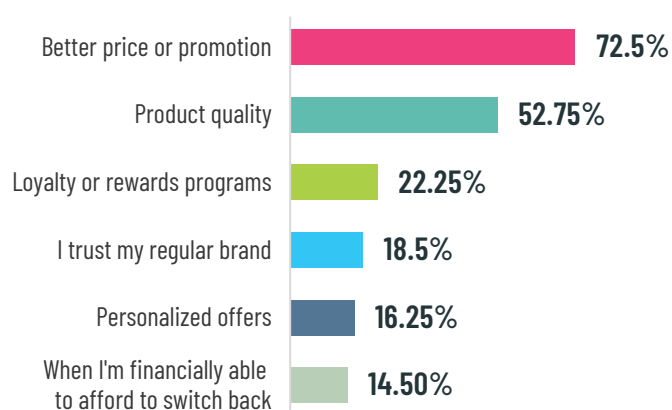
Many shoppers are making the shift to store brands, with a notable number preferring them over national names.

Price is the primary motivator, but quality parity and trust in the retailer also play significant roles.

Why did you switch to a store's private label brand?



What would make you switch back to your regular brand?

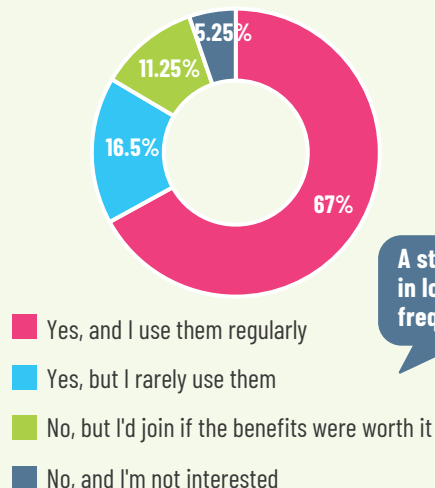


Competitive pricing and product quality are key to winning back customers.

6 Loyalty Program Usage & Preferences

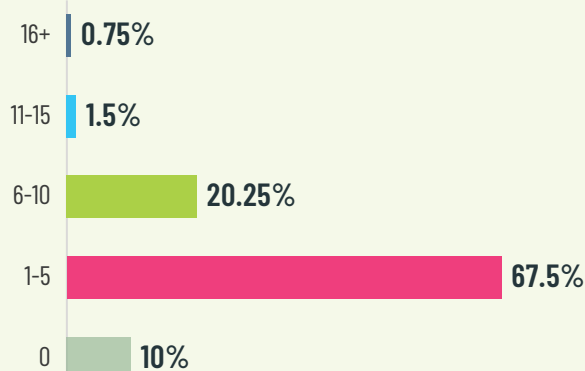
With the majority (67.5%) of respondents belonging to 1-5 loyalty programs and 67% reporting regular use, what kind of programs keep shoppers coming back to a brand? The message is clear: they want to save - without the frills. Cashback and discounts (85.75%) topped the list, followed by free products (47.75%). Exclusive access or perks (45.75%) were also indicated as drivers of what help keep shoppers coming back. Does keeping it simple eliminate the need for personalization? Not quite - 51% still expect their loyalty offers to be at least somewhat tailored by category, while 26% want highly personalized offers based on their purchase history.

Are you currently enrolled in any brand or store loyalty programs?



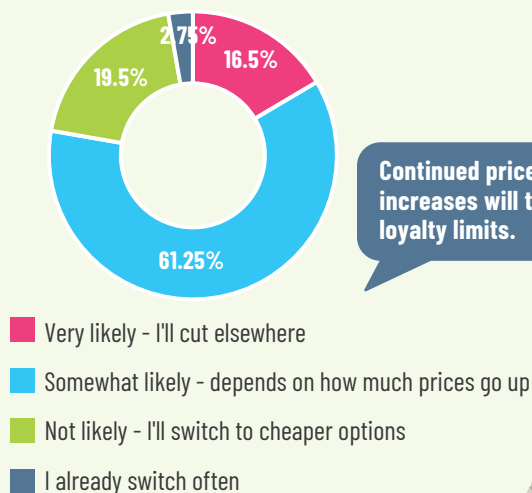
A strong majority participate in loyalty programs, though frequency of use varies.

Roughly, how many loyalty programs would you say you are enrolled in?



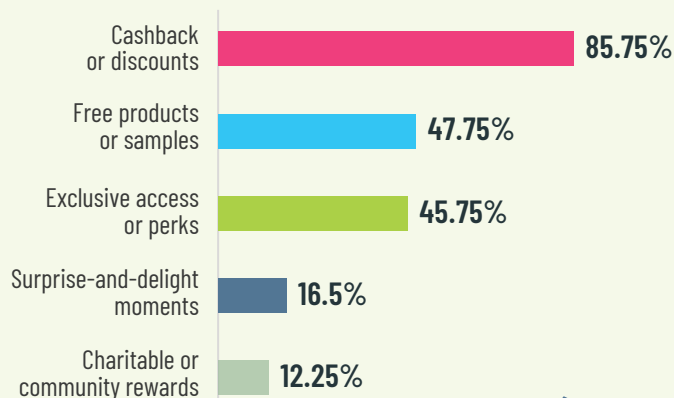
Most consumers are active in only a handful of programs.

Looking ahead, how likely are you to remain loyal to your current favorite brands if prices continue to rise?



Continued price increases will test loyalty limits.

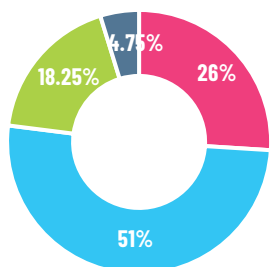
What kind of loyalty rewards keep you coming back to a brand?



Cashback and discounts are by far the most preferred rewards, reinforcing the importance of tangible value.



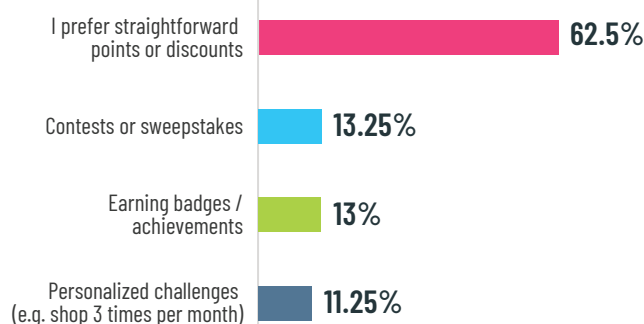
How personalized do you expect loyalty offers to be today?



Shoppers expect some level of personalization, though many still value a good deal over tailored messages.

- Highly personalized - based on my purchase history
- Somewhat personalized - at least by category
- Generic is fine - just give me a good deal
- I don't want personalized offers

Which of the following would make a loyalty program more fun or engaging for you?



Most shoppers prefer straightforward savings over gamified features.

What's one thing a brand could do today to earn or rebuild your loyalty?

1. Lower Prices / More Affordable Options

This was the most dominant theme.

- "Lower the prices or make packages larger."*
- "Cheaper but also more of the product."*
- "Offer more discounts or promos."*

2. Maintain or Improve Product Quality

Consistency and trust in product performance matter deeply.

- "Keep the quality high while keeping the price down."*
- "Improve quality of product and offer at a fair price."*
- "Be consistent with their quality."*

3. Discounts, Promotions, and Coupons

Shoppers value tangible financial benefits.

- "Give me more coupons."*
- "Offer discounts on products I buy."*
- "Cashback and rewards such as cash giveaways."*

4. Loyalty Rewards & Perks

Beyond discounts, customers want meaningful loyalty benefits.

- "Offer better and more rewards."*
- "Reward me for buying a lot of their items."*
- "Update their loyalty points for frequent trips."*

5. Free Samples / Free Products

Freebies drive engagement and trial.

- "Offer free samples."*
- "Getting a free item after purchasing multiple times."*
- "Give free products for trying new items."*

Consumers are clear: offer better prices, maintain quality, and reward loyalty in meaningful ways.

6. Stop Shrinkflation / Increase Value

Customers are frustrated with "less for more."

- "Stop downsizing and raising prices."*
- "Give more for the same price."*
- "Return the size to pre-inflation amounts."*

7. Personalization & Recognition

Tailored experiences build connection.

- "Offer personalized discounts based on past purchases."*
- "Recognize milestones."*
- "Offer birthday or loyalty anniversary rewards."*

8. Transparency & Honesty

Shoppers appreciate ethical practices & open communication.

- "Be transparent about their earnings."*
- "Be honest with me."*
- "Don't price gouge."*

9. Emotional Connection / Brand Values

While less common, some consumers emphasized alignment with personal beliefs.

- "Support sustainability and diversity."*
- "Be loyal to the customer, not just profit."*

10. Better Customer Service

Service matters.

- "Hire people with exceptional customer service."*
- "Improve service at checkout."*

11. Product Availability

Supply matters just as much as price or quality.

- "Keep the product I like in stock."*
- "Restock popular items regularly."*

The Takeaway

In today's economy, value speaks louder than brand names.

Conclusion

Loyalty Isn't Lost - It's Just Being Redefined

In today's pressurized economy, shoppers are more selective, more price-conscious, and more willing to switch than ever before. But that doesn't mean loyalty is gone - it just looks different now. To win and keep today's consumer, brands need to show up and dish out real value, deliver consistent quality, plus make loyalty programs feel personal, sticky and not generic.

The rise of private labels, the power of promotions, and the growing demand for relevance all point to the same truth: it's a shoppers' market. For brands and retailers willing to stand and deliver, that creates a powerful opportunity - not just to retain loyalty, but to rebuild it on stronger, more sustainable terms.

Loyalty is on the line. It's evolving. Are you ready to meet the challenge?

Methodology

This survey was run in May 2025. The respondents consisted of four hundred U.S. adults who regularly shop for themselves or their families. They were questioned via an online survey.

GENDER

Male49%
Female51%

AGE

18+ years

EDUCATION

Middle School 0.50%
Completed some High School 2.50%
High School graduate 21.25%
Other post High School vocational training 5.00%
Completed some College 19.25%
Associates Degree 11.00%
Bachelor's Degree 24.75%
Completed some Postgraduate 1.00%
Master's Degree 9.75%
Doctorate /PhD 4.75%
None of the above/Prefer not to answer 0.25%

HOUSEHOLD INCOME

Less than \$25,000 17%
\$25,000 to \$49,999 20.50%
\$50,000 to \$74,999 19.50%
\$75,000 to \$99,999 15.00%
\$100,000 to \$124,999 11.50%
\$125,000 to \$149,999 6.50%
\$150,000 to \$174,999 2.50%
\$175,000 to \$199,999 3.00%
\$200,000 to \$249,999 2.00%
\$250,000 to \$499,999 1.50%
Prefer not to answer 1.00%



Snipp is a global promotions and loyalty PaaS technology company offering solutions that enable brands to increase sales, engage and retain customers, and build proprietary data sets for intelligent decision making. We deliver promotions, sweepstakes, digital offers, rebates and loyalty programs customizable by region, language, channel, retailer and more. Our modular platform supports omni-channel, ROI-driven campaigns—from one-off activations to always-on loyalty programs—powered by industry-leading receipt processing and real-time data capture.

For over a decade, world's leading B2C and B2B brands across industry verticals including CPG, retail, pharma, lifestyle, and other industries have trusted Snipp to drive personalized engagement and long-term loyalty.

Visit us at snipp.com for more details and program examples.



SNIPP SOLUTIONS

Receipt Processing

Scale activations and reward consumers - an OCR powered validation of any purchase (receipt/PO/invoice etc.) or non-purchase (image, survey, social, etc.) transaction. Retailer and device agnostic. Capture invaluable data.

Promotions & Sweepstakes

Create sweepstakes, GWP, cash-back, instant win, gamification, social media and shopper promotions to drive sales and engagement. Setup, legal and fulfillment too.

Loyalty

Modular customer loyalty platform with comprehensive earn and burn mechanisms as well as deep personalization and segmentation to drive engagement and retention.

Rebates

Streamlined Digital Rebate Management. Flexible, efficient, scalable and secure. One-stop platform for multiple rebate programs for consumers and B2B channel partners.

Rewards

Incentivize and reward customers with an exhaustive catalog-across any geography, industry or consumer demographic. 250+ categories and 58+ currencies.

Digital Offers

Create, distribute, track and measure single or multi-brand digital barcode offers from a single platform that includes the industry first Financial Media Network.

Financial Media Network

Reach an untapped audience of 65 million+! Brands, retailers and retail media networks can reach a bank's audience with SKU-level offers and promotions on everyday spend items.

Data & Analytics

Capture and make sense of complex consumer behaviors and purchase patterns. Turn this into actionable insights for personalization and engagement.

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