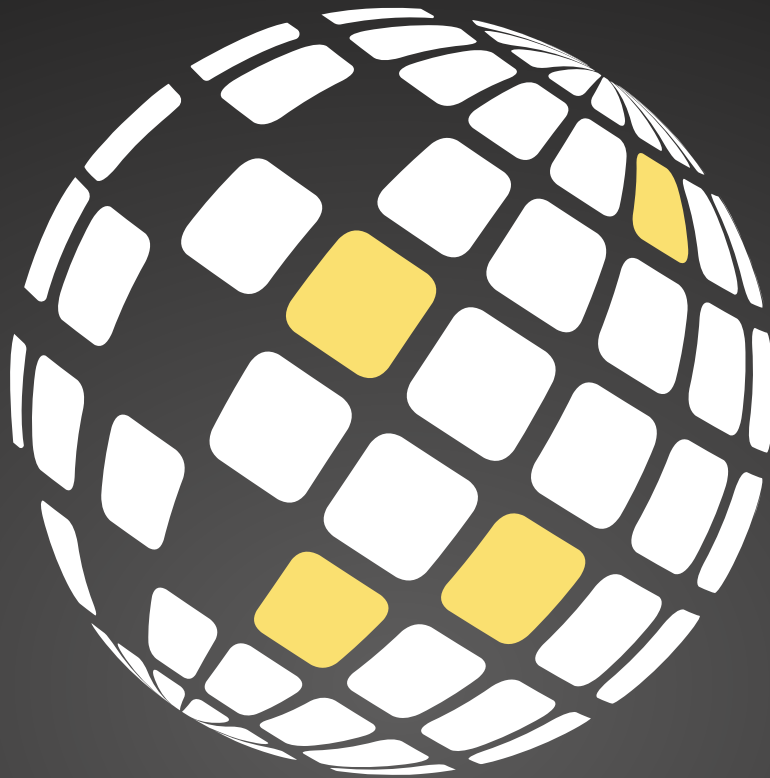


Let's Talk Loyalty™



THE WORLD'S LARGEST LOYALTY PROGRAMS™

2026



The World's Largest Loyalty Programs™

Brought To You By

Let's Talk Loyalty™ & Loyalty TV™

Researched and Written By

Paula Thomas – Founder – Let's Talk Loyalty & Loyalty TV

Laurent Guinand, Ph.D. – Founder & CEO – Aramis Advisors, LLC

Richard Long – Global Loyalty Industry Consultant

Published April 2026



Table of Contents

1. Introduction	4
2. A Word from Our Sponsor	6
3. Methodology	8
4. The World's Largest Loyalty Programs (2026)	11
5. Analysis by Industry	14
6. Analysis by Company Home Market	18
7. Analysis by Program Reach	23
8. Closing Thoughts	27
 Appendices	
About the Authors	31
Sources	34

1. Introduction

Dear Loyalty Professional

I am delighted to present this as another contribution to the loyalty industry from all of us in **“Let’s Talk Loyalty”** in partnership with some industry friends.

I’m the Founder and CEO of **Let’s Talk Loyalty** – which is the industry’s leading podcast, and **Loyalty TV**, an online TV channel for loyalty marketing professionals.

I’ve worked in loyalty marketing exclusively for the last fifteen years and published over 700 podcasts on this topic! So, I talk A LOT about loyalty.

This was inspired by a “wow” moment at a loyalty industry partner conference.

It was a presentation by a loyalty program in India (the Tata Group) where the speaker VERY casually mentioned having over 100 million members – and yet I had never even heard of them before that!

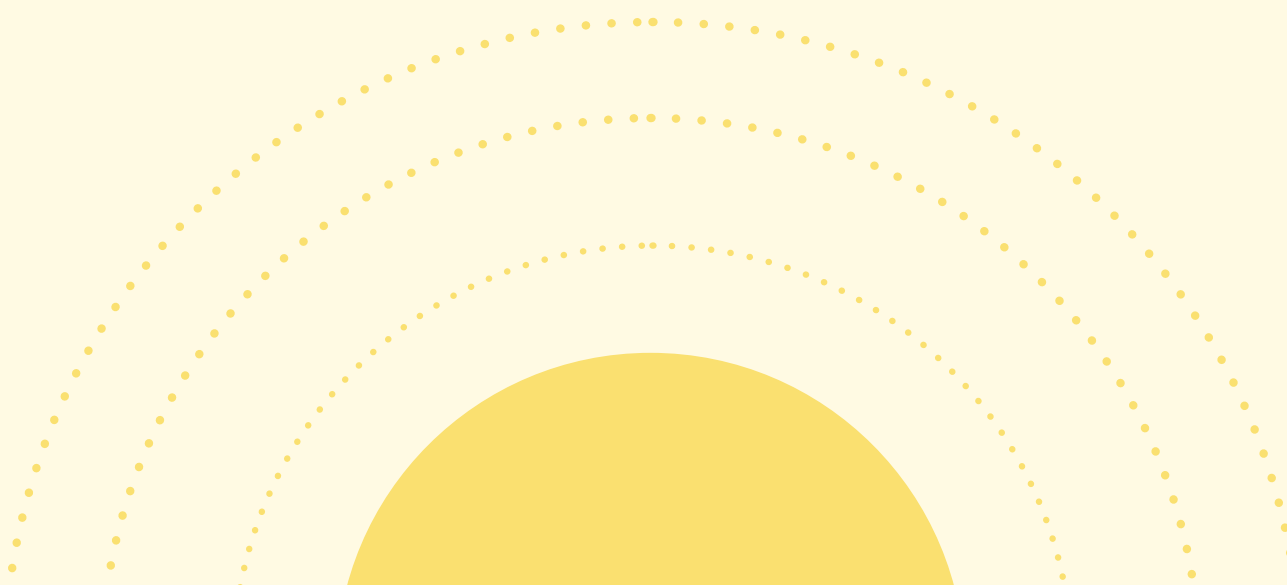
The sheer scale of what they were building reminded me – again – how much I still have to learn about this industry that I love. And so, the idea for “The World’s Largest Loyalty Programs” was born.

Shortly afterwards, I met **Laurent Guinand** who had done some research on the same topic, and together we did a podcast featuring the largest global loyalty programs that he had found.

Our audience truly loved this episode, and it drove significantly more engagement, interest and inquiries than almost any other episode we have ever done.

The episode also triggered loyalty industry professional and Let’s Talk Loyalty super-fan **Rich Long** to reach out and share how this topic was also one of his passions, as he was part of the McDonald’s team that created MyMcDonald’s Rewards and regularly tracked the overall loyalty industry landscape. He has also been featured on a **“Let’s Talk Loyalty”** podcast.

With our mutual interest and the insights shared by these two amazing industry experts, I invited Laurent and Rich to join me as co-authors to co-create this report you are reading today, and I’m thrilled to now share it with our global loyalty community.



In all our experience over many years, we have never observed any comprehensive global loyalty research publication of this magnitude and the information enclosed is the culmination of almost a year of collaborative effort, from our initial discussion to the final release.

Our inaugural edition is being published at an incredibly exciting time for our industry, with Statista recently announcing that the global loyalty market will triple in size in the next seven years, growing to an estimated **41 billion USD in 2032**. How cool is that!

You may wonder why this work is important. Indeed, we are the first to admit that the membership size of any program is only the starting point to truly know whether a program is one to recognize, understand and learn from.

We realize that the membership numbers published today across the industry are flawed in many ways, particularly as loyalty programs don't typically delete or measure their deceased or inactive members. This causes some industry professionals to dismiss programs that publish "total membership" numbers.

However, even knowing that, it did not stop us from still wanting to tackle this global loyalty initiative head-on. Membership numbers are the **ONLY** option we found that we could use as a comparable starting point for the industry, and we believe the list we've created shines a light on the real powerhouses of what consumers are signing up for around the world, which can provide us with both inspiration and some education.

If a loyalty proposition is exciting to companies to develop, evolve and scale, as each of the programs mentioned here demonstrates, it's also an invitation to us to explore them more.

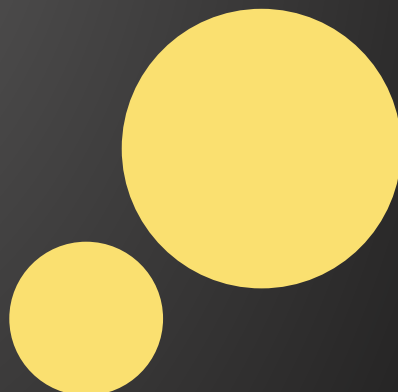
Along with our loyalty podcasts, this is another way that we in "**Let's Talk Loyalty**" want to contribute to the industry's body knowledge and support our global growth.

I hope you find it useful and if there's anything I can do to help you in your loyalty program, please reach out at hello@theworldslargestloyaltyprograms.com and "let's talk loyalty" together.



*Paula
Thomas*

Founder and CEO
Let's Talk Loyalty
Loyalty TV



2. A Word from Our Sponsor



There's a principle I keep coming back to in marketing: any channel or activity, when done well, yields results. It doesn't matter whether it's a billboard on a highway or a points redemption nudge inside an app — execution and intentionality are what separate noise from impact. Loyalty marketing is no different.

When I first came across the idea behind this research, it resonated with me for exactly that reason. The team at Let's Talk Loyalty — Paula Thomas and her collaborators — weren't trying to build a vanity ranking. They were trying to ask a more honest question: what can the sheer scale of some of these programs teach us? And that's a question worth sitting with.

Membership numbers, as the authors themselves acknowledge, are an imperfect metric. Inactive accounts, lapsed members, and the absence of standardised definitions of "active" all dilute their precision. But imperfect metrics aren't worthless metrics. They are starting points. And sometimes, a starting point is exactly what sparks the right conversation — the one about what's driving that scale, what keeps members coming back, and what other brands can learn from it.

That's the spirit in which we at Capillary Technologies chose to support this research. We are a loyalty technology company, and over the years we have had the privilege of powering some of the world's largest and most sophisticated loyalty programs across retail, travel, conglomerates, and financial services. When you work at enterprise scale — truly enterprise scale — you develop a different relationship with data, with member behaviour, and with the operational complexity of delivering personalised value to tens of millions of customers simultaneously. You learn things that are hard to learn any other way.

What this report makes visible, perhaps for the first time in a single publication, is the extraordinary ambition that loyalty teams around the world carry every day. The programs listed here didn't become what they are by accident. Behind every number is a team — often under-resourced, often underrecognised — that has spent years building propositions, negotiating partnerships, fighting for budgets, and iterating on what works. This report is, in many ways, a tribute to those teams.

We've worked alongside Paula Thomas and the Let's Talk Loyalty community for several years, and what has always struck us is the integrity they bring to the industry. This publication is a good example of that. The methodology is transparent. The limitations are called out. The goal isn't to declare winners — it's to create a foundation from which brands can learn from each other. That foundation matters, and we're proud to help support it.

As a company, we have been fortunate to contribute to loyalty programs that appear in research like this. But what excites us even more is the untapped potential still ahead— be it redesigning old programs for the current times or thinking through new program mechanics altogether. The infrastructure is maturing. Consumer expectations are rising. And the brands that invest thoughtfully in loyalty today will be the ones with the most durable customer relationships tomorrow.

Powering that kind of growth — intelligently, at scale, across verticals — is what gets us out of bed in the morning at Capillary. We build technology for enterprise brands that need loyalty to actually deliver results, not just membership numbers.

To every loyalty professional reading this: your work matters more than it often gets credit for. This report exists to remind the world of that. We hope it serves as both inspiration and a practical lens through which you can benchmark, learn, and build.

Here's to the programs you're building — and the ones you haven't started yet.

*Tubin
Mehta*

Global Marketing Director
Capillary Technologies

www.capillarytech.com



3. Methodology

In an ideal world, loyalty programs all over the world would report regularly, openly, and honestly on their “active members” – a metric described and celebrated as the gold standard for many Australian programs by Phil Hawkins, a key industry thought leader in this [2024 article](#).

Unfortunately, our global research confirmed what we had long suspected in that in the VAST majority of cases, loyalty program membership numbers are generally published as defined by all their members who’ve “ever registered” and not by how many of them are still active (and even alive!).

In the interests of efficiency, we naturally used some AI tools for our initial research, but every detail we’re publishing was subsequently fact-checked by us personally for accuracy.

The research features our first evaluation of loyalty programs spanning all industries and program types that we could uncover from around the world.

We conducted this research between May and October 2025, with some additional updates added in February 2026 for brands who published their annual reports and shared them with us.

We initially evaluated over two hundred different programs, not only in terms of their overall membership size, but also by looking more closely at many other important components such as their program type, whether they are free or paid, and what mechanics they used.

Another limiting challenge we encountered was in how many companies, as a business rule, don’t ever disclose any membership numbers publicly and/or on a regular basis at all, so that also only pushed us to dig even deeper.

And so, we’re working with those limited and inflated figures – but at least they serve as one visible and comparable piece of information for that baseline reference or starting point we mentioned.

Our goal was to find a credible source directly from each brand, and where the membership number could be validated by discerning readers. In most cases, annual reports, and the specific page references, are included for you to read and verify as required.

Numbers were sometimes quoted very precisely, and if so, we rounded them up or down to the nearest million members (See Sources in the Appendix for full detail).

These included things such as points, tiers, channels, gamification, third-party partnerships, charitable causes or their use of any referral incentives, and much more, all to provide us with greater insights around the programs we were evaluating.

Although these program details were useful and interesting for our research and evaluation process, we didn’t feel they needed further analysis here and that part of our research is not included.

So, for the scope of this first edition, we prioritized our analysis back to the one simple membership number that we wanted to understand better and share with you.

In order for this report to be as compelling, engaging, and valuable as possible to our readers, we decided to include the top 50 (or so) programs globally in terms of overall membership size, while also including as many countries and continents as possible to understand significant cultural relevance in key markets like the UK and Australia. Also of note, for all programs that reported the same numbers (to the nearest million), we just chose to include each of them rather than exclude any programs that deserve to be recognized. As a result, we ended up with a list that includes 86 different loyalty programs from across the globe.

Naturally, we found many programs with the same reported membership size, so we simply ranked those in alphabetical order so that we could represent our Top 50 ~ list more meaningfully, without leaving off a deserving program only because we reached a specific number threshold. And that is why the Top 50 list became the top 53 membership milestones we found.

For those particularly diligent brands that actually do report their membership sizes in terms of active members (although we have also found that the definitions of 'active' may also vary), we applaud McDonald's and Starbucks, and hope that many more brands will follow their leadership.

For simplicity here, we are using those active reported figures as their program membership account sizes, but we fully appreciate that their overall account sizes would be much larger if their total "ever-joined" membership was available as public information.

As you will see from the results, there is a great mix of industries represented across multiple geographies so in addition to the publishing our list by brand, we have included analysis by industry, company home market and program reach.

To summarize, our 2026 global list of **Top 50 ~ (53)** includes **eighty-six loyalty programs** (many of them are tied because they have roughly the same number of members) and we hope to see this list evolve and grow in the years to come.



Additional Comments and Caveats:

Please note the following specific exclusions and comments on our methodology:

- **Credit cards:** credit cards that offer points or cash back are not included in this list. They are often part of larger loyalty programs and/or they have not published their membership numbers publicly. This means the “Priceless” proposition from Mastercard and the world-class loyalty proposition from American Express, have not made the list.
- **Automated enrollments:** companies that automatically enroll all their users into their loyalty programs (such as T-Mobile, Vodafone, or NTT Docomo) were excluded, as they don’t require customers to proactively self-enroll. Therefore, we can’t learn anything about the customer appeal of their propositions, let alone if they even know they are members!
- **Platforms:** platforms that provide technology, mechanics, and functionality to operate various loyalty programs under different brands were excluded from our list unless they operate as a single loyalty program, brand, or currency. This led to the inclusion of IAG Loyalty, which is a platform for multiple brands that shares one global currency (Avios) that members of various airline loyalty programs (The British Airways Club, Aer Lingus AerClub, Iberia Club, Vueling Club, Qatar Airways Privilege Club, Finnair Plus, and Loganair Loyalty) can collect.
- **Subscriptions:** while loyalty programs can charge fees using the subscription business model, the opposite case of subscription-based business always delivering a loyalty proposition is not true. Therefore subscription businesses services such as (a) streaming platforms (like Netflix or HBO Max, music services like Spotify or Pandora), (b) tech solutions (such as data plans like iCloud or file storage like Dropbox), or (c) health and wellness apps like Calm or MyFitnessPal were excluded from this list because they do not qualify as a loyalty program designed to drive profitable behaviour change with defined segments of customers. Amazon Prime has been included as it is a loyalty proposition available (but not required) to Amazon customers.
- **Multiple programs:** companies that operate multiple programs were included in our list as reported by them. For example, KFC and Pizza Hut in China remain as distinct programs even though both are part of Yum China, and their annual report clarifies the loyalty membership numbers for each brand. However, in the case of Gap Inc., their unified Rewards Program includes Gap, Old Navy, Banana Republic, and Athleta, and the split of membership by each brand is not available.

As noted earlier, we were disappointed to find that many companies do not publicly report their loyalty program membership sizes at all, so these programs had to be excluded for that reason. In all other cases, we attribute the most recent source we could find.

Given the dominance of US brands in this research and in our podcast audience, we’ve opted to use US spellings, such as the word “program” throughout this report.



4 . The World's Largest Loyalty Programs (2026)

The **world's largest loyalty program** operates in **China**.

KFC in China operates the single largest loyalty program we found. It is part of Yum China which operates a total loyalty membership of **590 million**-member-accounts across its brands, including KFC and Pizza Hut in China and others.

As shown below, these programs have each achieved incredible membership numbers of **550 million** and **210 million** respectively. However, there is considerable overlap between these databases, which is why the unique membership number for the group is reported as **590 million** (rather than the sum of the two).

KFC in China is the only brand in the world we found with more than half a billion members in its loyalty program.

We discovered **ten** programs that each exceed 200 million members, and **twenty-eight** programs that each exceed 100 million members.

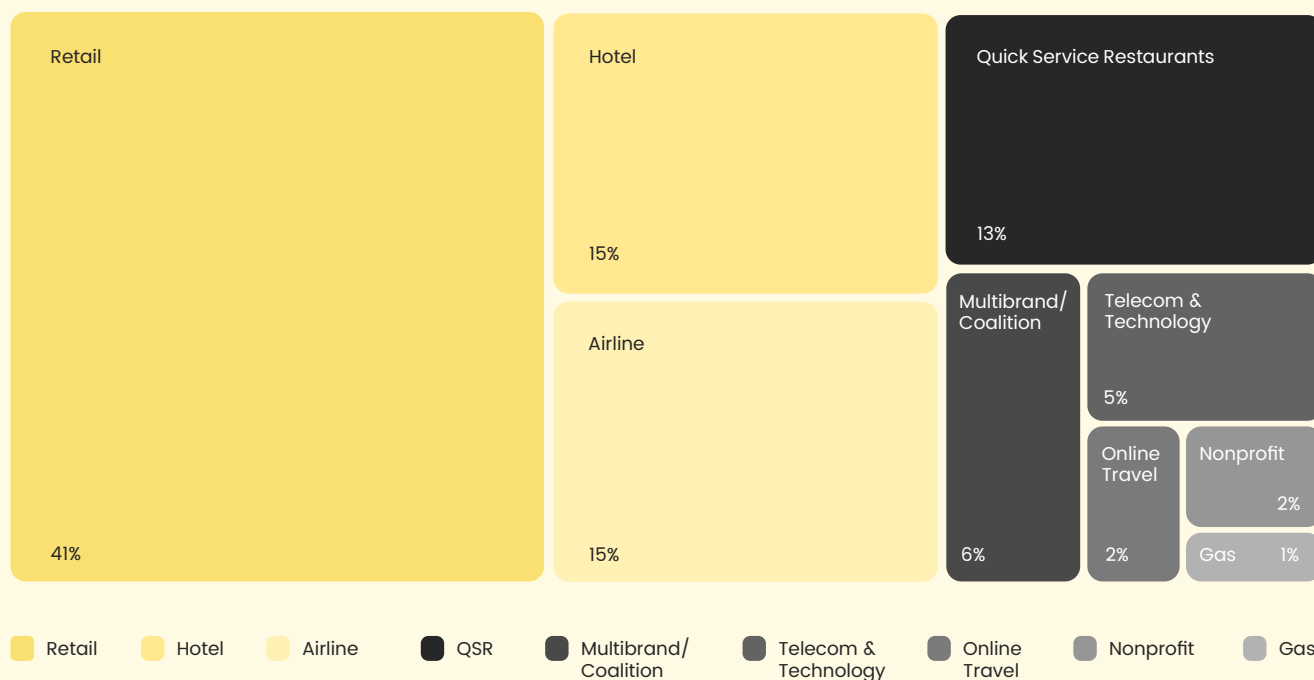


The List

Rank	Company	Brand / Program Name(s)	Membership Size Millions of accounts
1	YUM China	KFC	550
2	Adidas	AdiClub	330
3	Nike	Nike Membership	300
4	Marriott	Bonvoy	271
5	H World Group Ltd	H Rewards	266
6	Hilton	Hilton Honors	243
7	McDonald's	MyMcDonald's Rewards	210
	YUM China	Pizza Hut	210
8	Amazon	Prime	200
	H&M	H&M Membership	200
9	IKEA	Family Club	180
10	Booking.com	Genius	170
	Expedia	One Key	170
11	IHG	One Rewards	160
12	Tata Group	NeuPass	140
13	Costco	Costco Membership	137
14	Vishal Mega Mart	Shop for Free	134
15	BharatPe	Zillion	130
	BTG Homeinns	BTG Homeinns Club	130
	Delta	SkyMiles	130
16	Wyndham Hotels	Wyndham Rewards	120
17	American Airlines	AAdvantage	115
18	Walgreens	myWalgreens	110
	United	MileagePlus	110
19	7 Eleven	7Rewards & Speedy Rewards	104
20	Accor	ALL	100
	Best Buy	My Best Buy Membership	100
	Rakuten	Rakuten Rewards	100
21	Globe Telecom	Globe Rewards	90
22	Atour Hotels	A Card	89
23	CVS	ExtraCare	74
	GreenTree Hospitality Group Ltd	GreenTree Loyalty	74
	Choice Hotels International	Choice Privileges	74
24	PetSmart	Treat Rewards	70
25	IAG Loyalty	The British Airways Club, AerClub, Iberia Club, Vueling Club, Qatar Airways Privilege Club, Finnair Plus and Loganair Loyalty	69
26	Best Western	Best Western Rewards	64
27	Hyatt	World of Hyatt	63
	Kroger	Kroger Plus	63
28	Samsung	Samsung Rewards	60

Rank	Company	Brand / Program Name(s)	Membership Size Millions of accounts
29	AAA	AAA Discounts & Rewards	59
	Walmart	Walmart +	59
30	Starbucks	Starbucks Rewards	55
31	Panera	MyPanera	52
32	LATAM Airlines Group	LATAM Pass	51
33	Alibaba	88VIP	50
	Chick Fil A	One Rewards	50
	China Eastern Airlines	Eastern Miles	50
	Dotz Consumer Rewards Ltd	Dotz	50
34	Albertsons Companies	Albertsons for U	47
35	Landmark Group	Landmark Rewards	46
36	Banco do Brasil and Bradesco	Livelo	45
	Ulta	Ulta Beauty Rewards	45
37	Wendy's	Wendy's Rewards	42
38	Chipotle	Chipotle Rewards	40
	FEMSA	Spin Premia	40
	Sephora	Beauty Insider	40
39	The Foschini Group	TFG Rewards	39
40	AARP	AARP Member Benefits	38
41	Bath & Body Works	My BBW Rewards	37
	Emirates	Skywards	37
	Gap, Inc.	Rewards Program	37
42	Domino's Pizza	Domino's Rewards	36
	Lufthansa Group.	Miles & More	36
	Think BIG Digital Sdn Bhd	Air Asia Big Loyalty	36
43	Payback Group	PAYBACK	35
	Shell plc.	Shell Fuel Rewards USA	35
44	Shoprite (South Africa)	Xtra Savings program	34
45	Air France / KLM Group	Flying Blue	30
	Dunkin'	Dunkin' Rewards	30
	Global Hotel Alliance	GHA Discovery	30
	JD.com	JD PLUS	30
	Lowe's Companies	MyLowe's Rewards + PRO Rewards	30
	Subway	MVP Rewards	30
46	Ahold Delhaize	Delhaize Reward Programs	29
47	J Sainsbury PLC	Nectar	27
	Vodacom	Vodabucks	27
48	DICK'S Sporting Goods	ScoreCard	25
	REI	Coop Membership	25
49	Tesco	Clubcard	24
50	Flipkart	Flipkart Plus	20
	Marks and Spencer	Sparks	20
	The North Face	XLPR Pass	20
	Turkish Airlines	Miles&Smiles	20
51	Azul Airlines	Azul Fidelidade	19
52	Qantas	Qantas Frequent Flyer	18
53	Boots	Advantage	17

5. Analysis by Industry



Our goal here is to showcase the industries where the growth, success, and popularity of loyalty programs are strongest, and we discovered that **four main industries account for 84% of the world's largest programs that we have identified here.**

These are **retail, hotels, airlines, and QSR's (quick-service restaurants).**

So, the industry is dominated by high-spend categories, such as travel, or frequent-spend categories, such as quick-service restaurants.

We found that 41% of the world's largest loyalty programs operate in the **retail** category, and in fact, this reflects the origins and history of loyalty programs, which in the US market date back as far as 1896, **according to Wikipedia, with the extraordinary success of the S&H program.**

The success of that stamp-based program was followed by digital programs led by airlines with the **American Airlines AAdvantage program first to launch in 1981**, and the hotel industry's first program Priority Club Rewards which **was launched by the Intercontinental Hotel Group in 1983.**

Travel loyalty then became the leaders and innovators of digital loyalty programs for many years, so it's no surprise to see airlines, hotels, and online travel agencies making up 32% now of our industry profile of the world's largest loyalty programs.

While many of the leading programs in our list are several decades old (at least from their original launch), in recent years a strong trend is emerging with the rise of coalition programs – loyalty brands that span conglomerates or independent programs that align multiple consumer brands, sometimes even hundreds of brands.

We see this across a variety of markets with the emergence, growth, and success of NeuPass from the Tata Group and Zillion in India, as well as Dotz and Livelo in South America.

The ability to earn and redeem points across different brands and to accelerate growth and redemption solves one of the traditional complaints of program members, who often become impatient with the time it can take to earn rewards from single-brand programs and therefore disengage.

These coalition models are increasingly popular, attracting many more customers and enabling these programs to grow rapidly and achieve dramatic scale.

Finally, two prominent nonprofit organizations, AAA and AARP, also made our list. They offer various programs, products, and services tailored to motorists (AAA) or seniors (AARP).

Across all industries, regardless of program mechanics, we see that great customer experiences are paramount because they enable a more emotional, memorable connection to that brand while also differentiating the program from the “sameness” out there.

The dominance of the retail category (which includes convenience retail, grocery, fashion, beauty, and ecommerce) highlights the challenges that retail brands face in particular.

These include high staff turnover and ongoing training challenges for loyalty propositions, with the “moment of truth” at the point of sale playing a key role in driving both acquisition and member engagement.

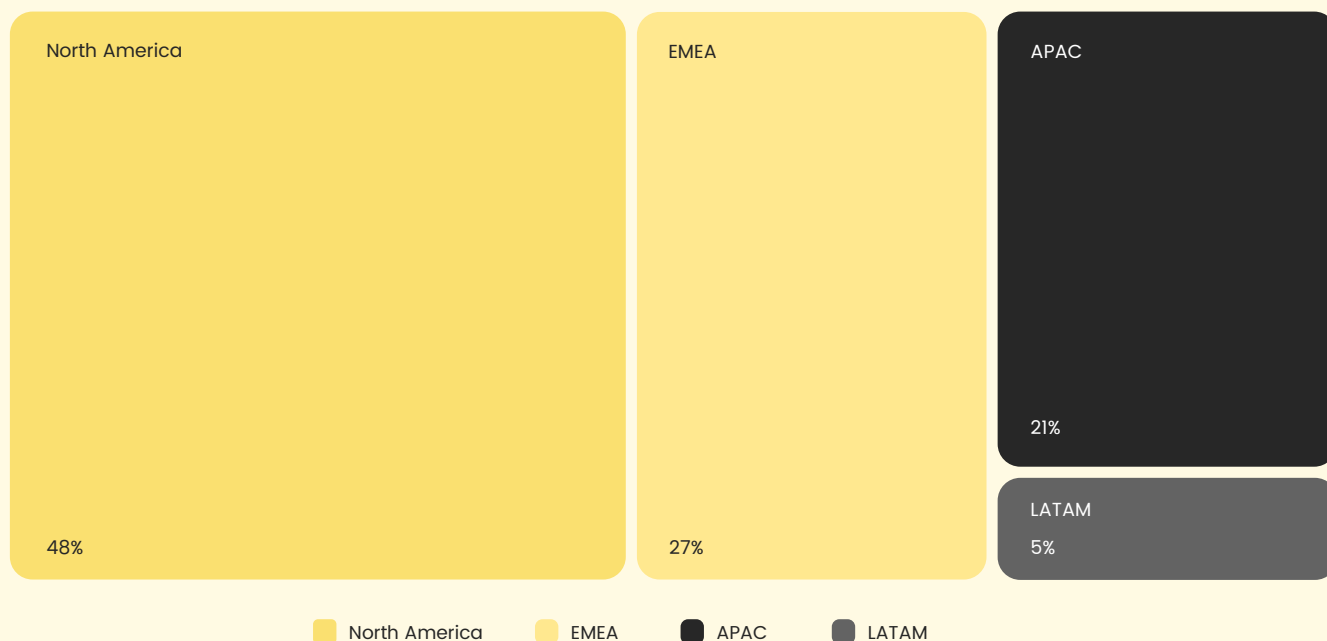
Industry leaders are keenly aware that every customer touchpoint can either delight customers or actually damage the loyalty experience. Hence, bringing loyalty to life at the point of sale brings both challenges and opportunities for innovative retail leaders who can educate and inspire their front-line teams to lead with loyalty.

Industry / Company	Brand / Program Name(s)	Membership Size Millions of Members
Retail (35 Programs)		
Adidas	Adiclub	330
Nike	Nike Membership	300
Amazon	Prime	200
H&M	H&M Membership	200
IKEA	Family Club	180
Costco	Costco Membership	137
Vishal Mega Mart	Shop for Free	134
Walgreens	myWalgreens	110
7-Eleven (USA & Japan)	7-Rewards & Speedy Rewards	104
Best Buy	My Best Buy Membership	100
CVS	ExtraCare	74
PetSmart	Treat Rewards	70
Kroger	Kroger Plus	63
Walmart	Walmart +	59
Alibaba	88VIP	50
Albertsons Companies	Albertsons for U	47

Industry / Company	Brand / Program Name(s)	Membership Size Millions of Members
Landmark Group	Landmark Rewards	46
Ulta	Ulta Beauty Rewards	45
FEMSA	Spin Premia	40
Sephora	Beauty Insider	40
The Foschini Group	TFG Rewards	39
Bath & Body Works	My BBW Rewards	37
Gap, Inc.	Rewards Program	37
Shoprite (South Africa)	Xtra Savings program	34
JD.com	JD PLUS	30
Lowe's Companies	MyLowe's Rewards + PRO Rewards	30
Ahold Delhaize	Delhaize USA Reward Programs	29
J Sainsbury PLC	Nectar	27
DICK'S Sporting Goods	ScoreCard	25
REI	Coop Membership	25
Tesco	Clubcard	24
Flipkart	Flipkart Plus	20
Marks & Spencer	Sparks	20
The North Face	XLPR Pass	20
Boots	Advantage	17
Hotel (13 programs)		
Marriott	Bonvoy	271
H World Group LTD	H Rewards	266
Hilton	Hilton Honors	243
IHG	One Rewards	160
BTG Homeinns	BTG Homeinns Club	130
Wyndham Hotels	Wyndham Rewards	120
Accor	ALL	100
Atour Hotels	A Card	89
GreenTree Hospitality Group Ltd	GreenTree Loyalty	74
Choice Hotels International	Choice Privileges	74
Best Western	Best Western Rewards	64
Hyatt	World of Hyatt	63
Global Hotel Alliance	GHA Discovery	30
Airline (13 programs)		
Delta	SkyMiles	130
American Airlines	AAdvantage	115
United	MileagePlus	110
IAG Loyalty	The British Airways Club, AerClub, Iberia Club, Vueling Club, Qatar Airways Privilege Club, Finnair Plus and Loganair Loyalty	69
LATAM Airlines Group	LATAM PASS	51
China Eastern Airlines	Eastern Miles	50

Industry / Company	Brand / Program Name(s)	Membership Size Millions of Members
Emirates	Skywards	37
Lufthansa Group.	Miles & More	36
Think BIG Digital Sdn Bhd	Air Asia Big Loyalty	36
Air France / KLM Group	Flying Blue	30
Turkish Airlines	Miles&Smiles	20
Azul Airlines	Azul Fidelidade	19
Qantas	Qantas Frequent Flyer	18
QSR (11 programs)		
YUM China	KFC	550
McDonald's	MyMcDonald's Rewards	210
YUM China	Pizza Hut	210
Starbucks	Starbucks Rewards	55
Panera	MyPanera	52
Chick-fil-A	Chick-fil-A One Rewards	50
Wendy's	Wendy's Rewards	42
Chipotle	Chipotle Rewards	40
Domino's Pizza	Domino's Rewards	36
Dunkin'	Dunkin' Rewards	30
Subway	MVP Rewards	30
Multibrand/Coalition (5 programs)		
Tata Group	NeuPass	140
BharatPe	Zillion	130
Dotz Consumer Rewards Ltd	Dotz	50
Banco do Brasil and Bradesco	Livelo	45
Payback Group	PAYBACK	35
Telecom & Technology (4 programs)		
Rakuten	Rakuten Rewards	100
Globe Telecom	Globe Rewards	90
Samsung	Samsung Rewards	60
Vodacom	Vodabucks	27
Online Travel (2 programs)		
Booking.com	Genius	170
Expedia	One Key	170
Nonprofit (2 programs)		
AAA	AAA Discounts & Rewards	59
AARP	AARP Member Benefits	38
Gas (1 program)		
Shell plc.	Shell Fuel Rewards USA	35

6. Analysis by Company Home Market



When we analyzed the top global loyalty programs by Company Home Market, this really means where their headquarters are geographically based. It's no surprise that North America leads our list, given the market's maturity and scale, and its continued support for strong, consistent growth in loyalty programs for Western consumers.

We recognize that this is also the market that we, as authors, are most familiar with, and future editions and insights will likely (and hopefully) uncover many more programs from the East (and anywhere else in the world) that we expect may reverse this global profile.

There are undoubtedly major programs in countries like China, Japan and India that we haven't yet heard of as we researched the global loyalty industry. We were limited to information that is available online in English.

For future editions, we hope to have input from loyalty professionals who speak other languages like Japanese and Mandarin that can offer us other additional global insights.

Our second dominant region is **EMEA** (Europe, the Middle East & Africa), where many countries have smaller populations, yet these markets feature thriving national programs and, of course, host tens of millions of members of global programs headquartered elsewhere.

We were delighted then that three programs in Africa made the list: The Foschini Group, Shoprite and the Vodacom Group, all originally from South Africa.

On our [Let's Talk Loyalty](#) podcasts, we've often discussed how incredibly mature and innovative the South African loyalty market is, yet it doesn't often get the respect it deserves internationally.

With the extraordinary popularity of these programs across multiple sectors, along with South African programs increasingly winning global loyalty awards, this list will hopefully further help brands look to Africa as a source of industry inspiration.

APAC (Asia-Pacific) is the third largest market for loyalty programs in this first edition.

APAC, of course, has the largest population, with India's 1.46 billion people overtaking China's 1.4 billion as the single largest country in the world in 2025, according to Statista.

However, China in particular has developed unique and powerful propositions at scale, driven by mobile technology adoption, where super apps like WeChat operate as platforms that host digital mini apps for brands.

So, it's not surprising to see that the biggest loyalty programs in the world that we found originate in the world's largest countries, specifically China and India.

Finally, **LATAM (Latin-America) is in fourth** position in our initial research, with a focus on multi-brands/coalition programs and airlines in the region emerging in this list.

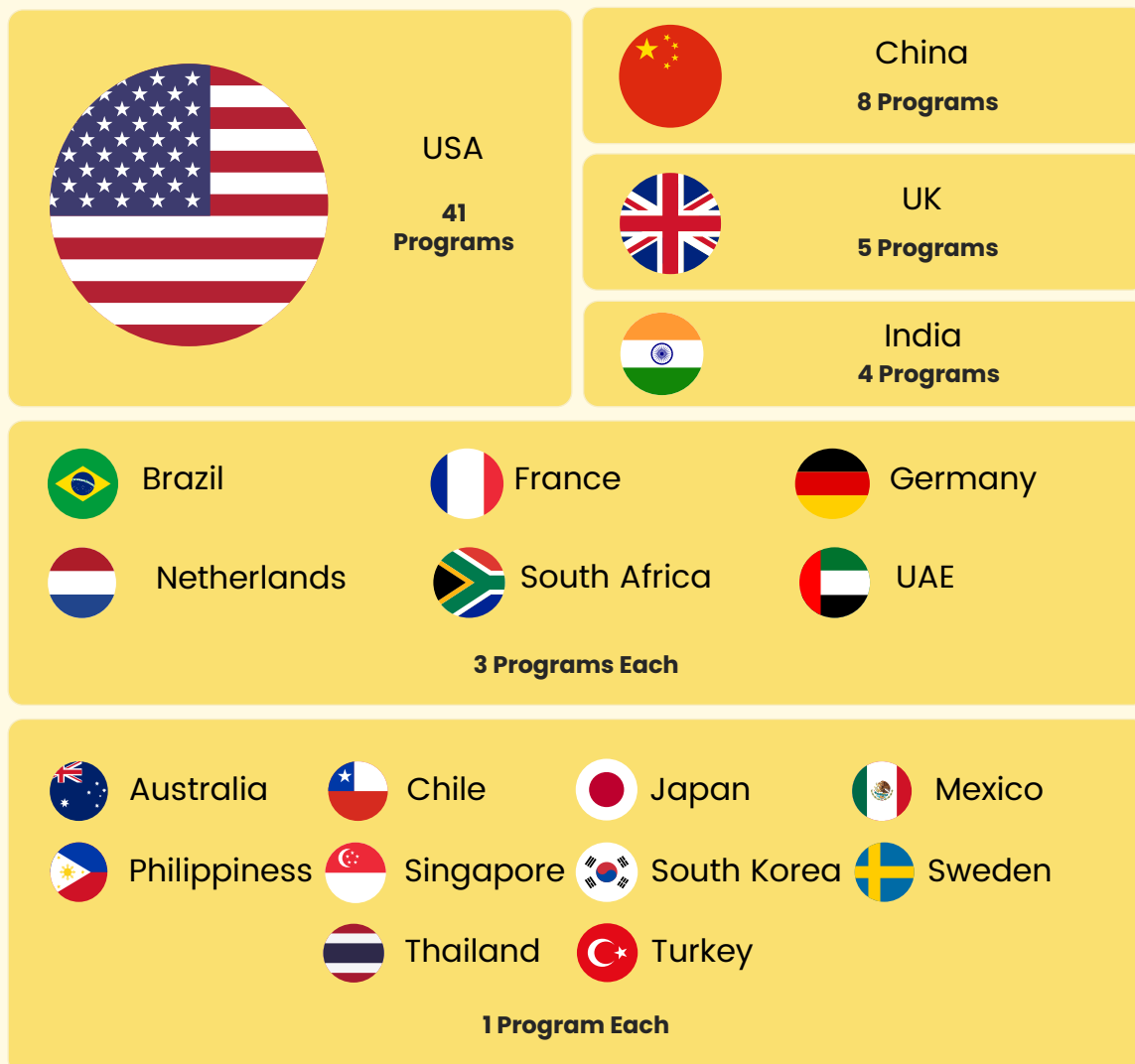
A detailed list by Company Home Market, by Region, is listed below.

Home Market / Company	Brand / Program Name(s)	Membership Size Millions of Members
North America (41 programs)		
Nike	Nike Membership	300
Marriott	Bonvoy	271
Hilton	Hilton Honors	243
McDonald's	MyMcDonald's Rewards	210
Amazon	Prime	200
Expedia	One Key	170
Costco	Costco Membership	137
Delta	SkyMiles	130
Wyndham Hotels	Wyndham Rewards	120
American Airlines	AAdvantage	115
United	MileagePlus	110
Walgreens	myWalgreens	110
7 Eleven (USA & Japan)	7Rewards & Speedy Rewards	104
Best Buy	My Best Buy Membership	100
CVS	ExtraCare	74
Choice Hotels International	Choice Privileges	74
PetSmart	Treat Rewards	70
Best Western	Best Western Rewards	64
Kroger	Kroger Plus	63
Hyatt	World of Hyatt	63
AAA	AAA Discounts & Rewards	59
Walmart	Walmart +	59

Home Market / Company	Brand / Program Name(s)	Membership Size Millions of Members
Starbucks	Starbucks Rewards	55
Panera	MyPanera	52
Chick fil A	One Rewards	50
Albertsons Companies	Albertsons for U	47
Ulta	Ulta Beauty Rewards	45
Wendy's	Wendy's Rewards	42
Chipotle	Chipotle Rewards	40
FEMSA	Spin Premia	40
AARP	AARP Member Benefits	38
Bath & Body Works	My BBW Rewards	37
Gap, Inc.	Rewards Program	37
Domino's Pizza	Domino's Rewards	36
Shell plc.	Shell Fuel Rewards USA	35
Dunkin'	Dunkin' Rewards	30
Lowe's Companies	MyLowe's Rewards + PRO Rewards	30
Subway	MVP Rewards	30
DICK'S Sporting Goods	ScoreCard	25
REI	Coop Membership	25
The North Face	XLPR Pass	20
EMEA (23 programs)		
Adidas	Adiclub	330
H&M	H&M Membership	200
IKEA	Family Club	180
Booking.com	Genius	170
IHG	One Rewards	160
Accor	ALL	100
IAG Loyalty	The British Airways Club, AerClub, Iberia Club, Vueling Club, Qatar Airways Privilege Club, Finnair Plus and Loganair Loyalty	69
Landmark Group	Landmark Rewards	46
Sephora	Beauty Insider	40
The Foschini Group	TFG Rewards	39
Emirates	Skywards	37
Lufthansa Group.	Miles & More	36
Payback Group	PAYBACK	35
Shoprite (South Africa)	Xtra Savings program	34
Air France / KLM Group	Flying Blue	30
Global Hotel Alliance	GHA Discovery	30
Ahold Delhaize	Delhaize USA Reward Programs	29

Home Market / Company	Brand / Program Name(s)	Membership Size Millions of Members
J Sainsbury PLC	Nectar	27
Vodacom	Vodabucks	27
Tesco	Clubcard	24
Marks & Spencer	Sparks	20
Turkish Airlines	Miles&Smiles	20
Boots	Advantage	17
APAC (18 programs)		
YUM China	KFC	550
H World Group LTD	H Rewards	266
YUM China	Pizza Hut	210
Tata Group	NeuPass	140
Vishal Mega Mart	Shop for Free	134
BharatPe	Zillion	130
BTG Homeinns	BTG Homeinns Club	130
Rakuten	Rakuten Rewards	100
Globe Telecom	Globe Rewards	90
Atour Hotels	A Card	89
GreenTree Hospitality Group Ltd	GreenTree Loyalty	74
Samsung	Samsung Rewards	60
Alibaba	88VIP	50
China Eastern Airlines	Eastern Miles	50
Think BIG Digital Sdn Bhd	Air Asia Big Loyalty	36
JD.com	JD PLUS	30
Flipkart	Flipkart Plus	20
Qantas	Qantas Frequent Flyer	18
LATAM (4 programs)		
LATAM Airlines Group	LATAM PASS	51
Dotz Consumer Rewards Ltd	Dotz	50
Banco do Brasil and Bradesco	Livelo	45
Azul Airlines	Azul Fidelidade	19

Beyond the global regions that we analyzed, we also looked a bit more closely at the specific countries that were represented and saw that the findings were consistent with our regional analysis.

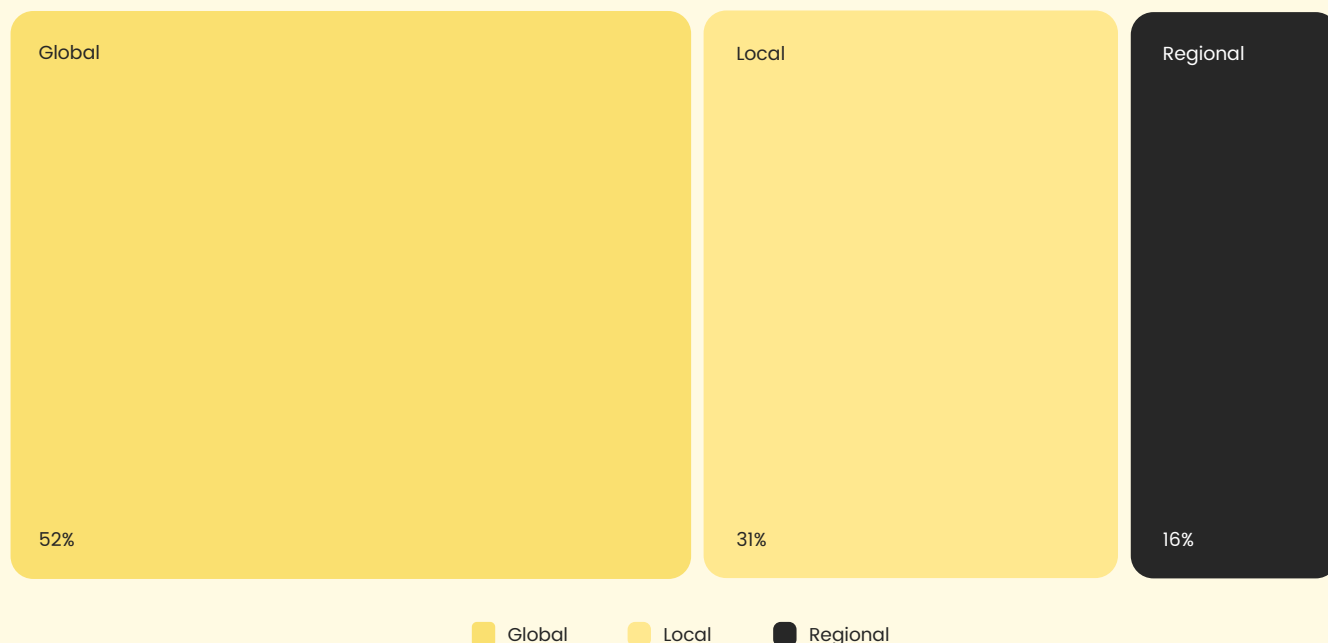


For future ebook editions, we're looking forward to receiving suggestions, contributions, and details of programs we may have missed, as our research is limited by our lack of access to industry insights in markets where language has undoubtedly limited our discovery of new programs, particularly in Asia.

Again, we invite loyalty leaders globally to reach out and share your insights with us to ensure we accurately reflect global consumer loyalty propositions and adoption in every language and geography, enabling us to continue reporting as accurately and globally sensitive as possible.

You can share your suggestions any time by email at hello@theworldslargestloyaltyprograms.com.

7. Analysis by Program Reach



The definitions we used for this program reach analysis are based on where the loyalty program operates:

- **Global:** the program operates in multiple regions of the world.
- **Regional:** the program functions in at least two countries within the same region.
- **Local:** the program functions within a single country.

One of the key insights from our research is that **the biggest loyalty programs aren't always the most global. In fact, they are located in countries with the largest populations, and these account for a third of our list.**

Some programs are strictly local (e.g., several Chinese or Indian programs), while many have a global footprint (e.g., Adiclub, Bonvoy, One Key, Amazon Prime etc).

A few are regional and typically represent programs that operate in their Company Home Market and a neighboring country (for example, the USA and Canada or Mexico) but have not ventured to other regions of the world.

All airlines and hotel groups were classified as global.

For some brands, their business may be global, but their loyalty program may not operate in all markets.

This is the case, for example, for the Tata Group (which again is part of our ebook origin story). They operate as one of the largest and most diversified groups in the world and are present in over 150 countries around the globe, serving 900 million consumers worldwide, however our research has concluded that their loyalty program (Neupass) operates primarily in India.

Similarly, Boots operates across eleven countries including the UK, Ireland, Thailand, and Mexico but our research indicates that its Advantage card program operates primarily in the UK and Ireland.

Program Reach / Company	Brand / Program Name(s)	Membership Size Millions of Members
Global (45 programs)		
Adidas	Adiclub	330
Nike	Nike Membership	300
Marriott	Bonvoy	271
H World Group LTD	H Rewards	266
Hilton	Hilton Honors	243
McDonald's	MyMcDonald's Rewards	210
Amazon	Prime	200
H&M	H&M Membership	200
IKEA	Family Club	180
Booking.com	Genius	170
Expedia	One Key	170
IHG	One Rewards	160
Costco	Costco Membership	137
Delta	SkyMiles	130
Wyndham Hotels	Wyndham Rewards	120
American Airlines	AAdvantage	115
United	MileagePlus	110
7 Eleven (USA & Japan)	7Rewards & Speedy Rewards	104
Accor	ALL	100
GreenTree Hospitality Group Ltd	GreenTree Loyalty	74
Choice Hotels International	Choice Privileges	74
IAG Loyalty	The British Airways Club, AerClub, Iberia Club, Vueling Club, Qatar Airways Privilege Club, Finnair Plus and Loganair Loyalty	69
Best Western	Best Western Rewards	64
Hyatt	World of Hyatt	63
Samsung	Samsung Rewards	60
Starbucks	Starbucks Rewards	55
LATAM Airlines Group	LATAM PASS	51
China Eastern Airlines	Eastern Miles	50
FEMSA	Spin Premia	40
Sephora	Beauty Insider	40
The Foschini Group	TFG Rewards	39
Emirates	Skywards	37
Domino's Pizza	Domino's Rewards	36
Lufthansa Group.	Miles & More	36
Think BIG Digital Sdn Bhd	Air Asia Big Loyalty	36
Shell plc.	Shell Fuel Rewards USA	35
Dunkin'	Dunkin' Rewards	30
Air France / KLM Group	Flying Blue	30

Program Reach / Company	Brand / Program Name(s)	Membership Size Millions of Members
Global Hotel Alliance	GHA Discovery	30
Ahold Delhaize	Delhaize USA Reward Programs	29
Marks & Spencer	Sparks	20
The North Face	XLPR Pass	20
Turkish Airlines	Miles&Smiles	20
Azul Airlines	Azul Fidelidade	19
Qantas	Qantas Frequent Flyer	18
Local (27 programs)		
YUM China	KFC	550
YUM China	Pizza Hut	210
Tata Group	NeuPass	140
Vishal Mega Mart	Shop for Free	134
BharatPe	Zillion	130
BTG Homeinns	BTG Homeinns Club	130
Walgreens	myWalgreens	110
Rakuten	Rakuten Rewards	100
Globe Telecom	Globe Rewards	90
Atour Hotels	A Card	89
CVS	ExtraCare	74
Kroger	Kroger Plus	63
AAA	AAA Discounts & Rewards	59
Walmart	Walmart +	59
Alibaba	88VIP	50
Chick fil A	One Rewards	50
Dotz Consumer Rewards Ltd	Dotz	50
Albertsons Companies	Albertsons for U	47
Banco do Brasil and Bradesco	Livelo	45
AARP	AARP Member Benefits	38
Shoprite (South Africa)	Xtra Savings program	34
JD.com	JD PLUS	30
Lowe's Companies	MyLowe's Rewards + PRO Rewards	30
J Sainsbury PLC	Nectar	27
DICK'S Sporting Goods	ScoreCard	25
REI	Coop Membership	25
Flipkart	Flipkart Plus	20

Program Reach / Company	Brand / Program Name(s)	Membership Size Millions of Members
Regional (14 programs)		
Best Buy	My Best Buy Membership	100
PetSmart	Treat Rewards	70
Panera	MyPanera	52
Landmark Group	Landmark Rewards	46
Ulta	Ulta Beauty Rewards	45
Wendy's	Wendy's Rewards	42
Chipotle	Chipotle Rewards	40
Bath & Body Works	My BBW Rewards	37
Gap, Inc.	Rewards Program	37
Payback Group	PAYBACK	35
Subway	MVP Rewards	30
Vodacom	Vodabucks	27
Tesco	Clubcard	24
Boots	Advantage	17



8. Closing Thoughts

Having spent so many months researching these numbers, it's time to reflect on what we've learned and whether it feels worthwhile, and for us, the answer is a resounding YES!

Our favorite learning was the sheer scale of the programs operating in China.

In precisely the same way that the Tata Group initially blew our mind with its 140 million members, this research led to the discovery of brands like the **H Hotel brand**, a hospitality group that's listed on the

Nasdaq, but one we had never heard of, with its 266 million members! And many others that are probably off many loyalty professionals' radar.

We would also never have guessed that the world's largest loyalty program would be a fast-food brand, even though Paula wrote about the extraordinary marketing work being done by KFC in China **in an article** about them back in early 2019, inspired by their **brand case study presented at the Cannes Lions Festival**.

We think of contemporary loyalty programs being led by airline/hotel programs, which in years gone by, made commercial sense given the huge spend of their top-tier frequent fliers, and yet here we can clearly see that loyalty investments can also make commercial sense in brands with low transaction values.

In fact, while airlines and hotels were the original creators of loyalty programs at scale, they are no longer the industry leaders.

We're witnessing the power of loyalty for retailers and quick-service restaurants (QSR).

Discovering these programs is as inspiring as it is surprising, and we'll be exploring ways to bring these global icons as guests on **Let's Talk Loyalty** and **Loyalty TV**.



The Value and Visibility of Loyalty Programs

It was initially disappointing to see how many companies previously reported membership numbers but then stopped (e.g. Amazon Prime and Nike whose latest figures were published more than four years ago in 2021).

Despite great work being done by loyalty thought leaders about the importance of “**customer-based corporate valuation**,” it seemed that investors were not sufficiently aware of the importance of customer loyalty within the businesses they are investing in, and therefore the achievements and growth of loyalty programs were not considered important enough to be shared.

Equally, it could be argued that brands don't currently disclose membership numbers because they are SO critical to future growth and perhaps too commercially sensitive to publish, or simply because the direct revenue they deliver is more compelling to report. Or maybe it's just because they do not want their competitors to know.

American Airlines has shared some powerful insights in its latest [annual report](#):

“Advantage program in general, and our co-branded credit card programs in particular, are material assets of our business and have become increasingly important to our company over time... With cash payments from co-branded credit card and other partners were \$6.1 billion...an increase of 17% year-over-year.”

While co-brand cards are clearly positioned and understood as mature assets that offer stable and recurring revenue streams for loyalty businesses (particularly for airlines), it's also exciting to see the newer bottom-line revenue being generated and the evolution of loyalty as media networks, with United Airlines in particular announcing plans “to turn passenger data, loyalty and media into a powerful new revenue stream” and the description that “loyalty is the engine that drives it all.”

Now positioned as a media brand, the scale, growth, and engagement of their membership is becoming an even greater commercial focus – with this article from [The Drum](#) confirming that “United's MileagePlus program sits at the core of this strategy, with 42 million engaged members and a total of 110 million traveler profiles.”

There's no doubt in our mind that “loyalty as a business” – a term shared by our friends at [The Wise Marketer Group](#) – is the clear direction that many loyalty marketers will be expected to deliver against, with a direct commercial focus on bottom-line revenue, as well as more traditional KPI's such as driving engagement, retention, advocacy, and brand love.

Loyalty as a Business Philosophy

While many loyalty programs are seen as one element of a broader business, in some cases, the power of points has become an essential mechanism to drive significant additional benefits and opportunities for a multi-brand business.

The best example we have seen of this is Rakuten in its Company Home Market – Japan. Rakuten is like Amazon in many ways, but its use of loyalty mechanics goes way beyond the basics.

In its latest annual report, Rakuten Points are described as “the Core of the Rakuten Ecosystem,” appealing to users for their sheer versatility.

“By creating a Rakuten ID, users can earn points, which serve as an entry point to the Rakuten Ecosystem. Furthermore, by encouraging the use of other group services, Rakuten improves the circulation and cross-use of services centered on Rakuten Points. This mechanism creates synergies which minimize customer acquisition costs, maximize the lifetime value of each member, and increase the total transaction value of the Rakuten Group, further enhancing the Rakuten Group’s overall competitiveness.”

Whether other businesses adopt this type of underlying concept of “loyalty as a business philosophy” remains to be seen, as the power and potential of this strategy become more widely understood and accepted by global business leaders.

Also, as we mentioned earlier, we are clear on the limitations of reporting on program membership numbers without additional research and context.

Obviously, program membership / size is just one metric that can be dismissed as simply a vanity metric; however, there are lessons to be learned when customers enrol at scale.

Whether or not they actively engage and drive a return on investment for brands is another day’s work.



What's Next

Having worked super hard on the planning, development, and release of the first edition of our report, we are now standing by to hear your thoughts, feedback, and reaction to the list.

If it proves valuable to the global loyalty community, our goal is to refresh the content annually, and over time we hope the overall scope and level of detail may also evolve.

Of course, please share details on any brand loyalty programs we may have inadvertently left out and we'll be sure to include them in the next edition. Similarly, if you're aware of any more accurate or up-to-date membership numbers than those we found and reported, please let us know as well.



i

You can reach out to us at any time on hello@theworldslargestloyaltyprograms.com with any of your feedback or suggestions.

To reprint any of this research, these insights or to share the "World's Largest Loyalty Program"™ lists, please ensure attribution to Let's Talk Loyalty™.

Appendix One

ABOUT THE AUTHORS

Paula Thomas

Paula Thomas is an award-winning podcaster and online TV host with over twenty-five years blue-chip marketing experience.

She created "Let's Talk Loyalty™" in 2019, the world's first podcast dedicated to loyalty marketing professionals. This was followed by the launch of her leading industry video channel "Loyalty.TV™" in 2023.

"Let's Talk Loyalty™" and "Loyalty.TV™" are now leading media sources in the loyalty marketing industry globally.

To date, Paula's podcast episodes have been downloaded over 400,000 times, and the show has been ranked in the top 2.5% of all podcasts worldwide. Loyalty TV episodes have reached over a quarter of a million views!

She is a former judge for the "International Loyalty Awards," and the author of the book "Driving Loyalty in Convenience Retail."

She holds an Executive MBA from Ireland's top university and is a "Certified Loyalty Marketing Professional."

Paula is affectionately known as the "Oprah of Loyalty" and in 2025, she was awarded the "International Loyalty Personality of the Year."

Paula is from Ireland, she is married and she lives in Dubai.

She loves travel, music, dance, and true crime stories.

*Paula
Thomas*



Laurent Guinand, Ph.D.

Laurent has thirty years of work experience, of which twenty were spent in strategy consulting with Kearney, Accenture, and boutique consultancies.

He is the founder and CEO of Aramis Advisors, a boutique consultancy and fractional executive agency that focuses on creating new revenue streams and enhancing loyalty programs.

Laurent has experience evaluating existing loyalty programs and designing and building new ones. His knowledge has been developed both in the U.S. and globally, and he has expertise in the operational challenges of global loyalty programs.

In that context, he served for four years as the General Manager of One Road, the global B2B loyalty program for the automobile clubs federated under the FIA (Fédération Internationale de l'Automobile) and its 90 million members,

That program has since been brought to a close and hence does not feature on our list.

He also served as the VP of Strategy and Innovation at AARP, a senior-focused membership organization with 38 million members.

Laurent holds a Ph.D. in economics from Sorbonne Paris Nord University, a Master of Law and Diplomacy from Tufts University, and a mini-MBA from the University of Michigan. He has been a Lecturer at various universities in the US and Europe. He lives in Chevy Chase, MD, with his family.

You can connect with [Laurent on LinkedIn](#) or check his company's website at www.aramisllc.com.



*Laurent
Guinand*

Rich Long

Rich Long is a data and insight-driven marketing professional with a deep passion for holistic customer-centric loyalty solutions and the broader customer experience that gets delivered across every brand interaction.

He has over twenty years of experience on the brand, management consulting and agency sides, in support of 15+ brands.

Most recently, he focused on company loyalty strategy and program design & management while at the leading brands PepsiCo, McDonald's, and Allstate.

Rich holds a graduate degree from Northwestern University in Integrated Marketing Communications (IMC) along with undergraduate degrees in both Marketing Management and Advertising from Syracuse University and is a "Certified Loyalty Marketing Professional."

Rich is married with one child, has pets (a dog and two cats) and lives in Chicago.

He loves professional and college sports, live music, travel and any intense psychological movies.

You can connect with [Rich on LinkedIn](#).

*Rich
Long*



Appendix Two

SOURCES

Rank	Company	Brand / Program Name(s)	Source Date	Source
1	YUM China	KFC	Feb-26	2025 Results - Page 27
2	Adidas	Adiclub	Sep-25	Loyalty Award Magazine, Page 11
3	Nike	Nike Membership	Jun-21	Nike Earnings Call Transcript - Page 7
4	Marriott	Bonvoy	Feb-26	Q4 & FY 2025 Highlights
5	H World Group LTD	H Rewards	Dec-24	2024 Annual Report, Page 59
6	Hilton	Hilton Honors	Feb-26	2025 Results
7	McDonald's	MyMcDonald's Rewards	Dec-25	2025 Results Press Release
8	Amazon	Prime	Apr-21	Motley Fool Article
	H&M	H&M Membership	May-24	H&M Financial Report - Page 4
9	IKEA	Family Club	Dec-23	Cap Gemini Case Study on Ikea
	YUM China	Pizza Hut	Feb-26	2025 Results - Page 27
10	Booking.com	Genius	Nov-23	Hospitality Net
	Expedia	One Key	Jul-23	Hospitality Net
11	IHG	One Rewards	Feb-26	IHG Annual Report - Page 10
12	Tata Group (India)	NeuPass	May-25	Tata 2024 - 25 Annual Report - Page 12
13	Costco	Costco Membership	Jan-25	2024 Annual Report Page 3
14	Vishal Mega Mart	Shop for Free	Jan-25	JP Morgan Report on NDTV
15	BharatPe (India)	Zillion	May-23	Business Standard Article
	BTG Homeinns	BTG Homeinns Club	Sep-21	Yicai Global Article
	Delta	SkyMiles	Apr-24	View from the Wing Blogpost
16	Wyndham Hotels	Wyndham Rewards	Aug-25	Wyndham Press Release
17	American Airlines	AAdvantage	Apr-21	AA Press Release
18	Walgreens	myWalgreens	Jul-23	Walgreens Press Release
	United	MileagePlus	Mar-25	The Drum Article
19	7 Eleven (USA & Japan)	7Rewards & Speedy Rewards	Apr-25	7 Eleven FYE24 Annual Report, Page 25
20	Accor	ALL	Mar-25	Accor Press Release
	Best Buy	My Best Buy Membership	May-23	CNBC Article
	Rakuten	Rakuten Rewards	Oct-25	Rakuten website
21	Globe Telecom	Globe Rewards	Jul-22	Business Wire Article
22	Atour Hotels	A Card	Dec-24	2024 Annual Report, Page 55
23	CVS	ExtraCare	Jan-24	PYMNTS Article
	GreenTree Hospitality Group Ltd	GreenTree Loyalty	Oct-22	GreenTree SEC Filings
24	Choice Hotels International	Choice Privileges	Feb-26	Q4 2025 Earnings
	PetSmart	Treat Rewards	Jun-25	Hightouch Case Study
25	IAG Loyalty	The British Airways Club, AerClub, Iberia Club, Vueling Club, Qatar Airways Privilege Club, Finnair Plus and Loganair Loyalty	Oct-25	IAG Website
26	Best Western	Best Western Rewards	Sep-25	Best Western Press Release
27	Kroger	Kroger Plus	Mar-25	Kroger 2024 Annual Report, Page 99
28	Hyatt	World of Hyatt	Feb-26	Q4 Presentation - Page 7
29	Samsung	Samsung Rewards	May-23	Let's Talk Loyalty - Episode 380
30	AAA	AAA Discounts & Rewards	Aug-25	AAA Website

Rank	Company	Brand / Program Name(s)	Source Date	Source
	Walmart	Walmart +	Feb-23	PYMNTS Article
31	Starbucks	Starbucks Rewards	Jul-25	US Source: Marketing Dive Article
		Starbucks Rewards	Jul-25	China Source: QSR Magazine Article
32	Panera	MyPanera	Mar-23	Panera Press Release
33	LATAM Airlines Group	LATAM PASS	Aug-25	ZoneBourse Article
34	Alibaba	88VIP	Mar-25	Alibaba Website
	Chick fil A	One Rewards	Mar-23	Restaurant Dive Article
	China Eastern Airlines	Eastern Miles	Sep-22	China Travel News Article
	Dotz Consumer Rewards Ltd	Dotz	Apr-23	Let's Talk Loyalty, Episode 368
35	Albertsons Companies	Albertsons for U	Jul-25	Albertson's IQ 2025 Financial Report
36	Landmark Group	Landmark Rewards	Jun-19	Landmark Sust. Report, 2019 - Page 9
37	Banco do Brasil and Bradesco	Livelo	Aug-24	Let's Talk Loyalty, Episode 582
	Ulta	Ulta Beauty Rewards	Jan-25	Ulta 2024 Annual Report - Page 6
38	Wendy's	Wendy's Rewards	Aug-24	CX Dive Article
39	Chipotle	Chipotle Rewards	Apr-24	Hospitality Technology Article
	FEMSA	Spin Premia	Mar-24	The Wise Marketer Article
	Sephora	Beauty Insider	Sep-24	Modern Retail Article
40	The Foschini Group (TFG)	TFG Rewards	Mar-25	TFG Website
41	AARP	AARP Member Benefits	Apr-25	AARP Website, 2025
42	Bath & Body Works	My BBW Rewards	Jun-24	CX Dive Article
	Emirates	Skywards	Sep-25	Emirates Press Release
	Gap, Inc.	Rewards Program	Jul-21	Gap Press Release
43	Domino's Pizza	Domino's Rewards	Dec-24	Domino's 2024 Annual Report, Page 4
	Lufthansa Group.	Miles & More	Sep-25	Lufthansa Press Release
	Think BIG Digital Sdn Bhd	Air Asia Big Loyalty	Jul-19	Air Asia Press Release
44	Payback Group	PAYBACK	Sep-25	Payback Press Release
	Shell plc.	Shell Fuel Rewards USA	Apr-25	NACS Article
45	Shoprite (South Africa)	Xtra Savings program	Sep-25	Shoprite Press Release
46	Air France / KLM Group	Flying Blue	Jun-25	Air France Press Release
	Dunkin'	Dunkin' Rewards	Oct-22	Restaurant Business Article
	Global Hotel Alliance (GHA)	GHA Discovery	Jul-25	GHA Press Release
	JD.com	JD PLUS	Aug-22	JD Blogpost
	Lowe's Companies	MyLowe's Rewards + PRO	May-25	Lowe's 2024 Annual Report, Page 4
	Subway	MVP Rewards	Sep-23	Subway Press Release
47	Ahold Delhaize	Delhaize USA Reward Programs	Oct-24	2024 Annual Report Pages 45 & 46
48	J Sainsbury PLC	Nectar	Oct-25	Nectar Website
	Vodacom (South Africa)	Vodabucks	Oct-21	The Fast Mode article
49	DICK'S Sporting Goods	ScoreCard	Dec-24	DICK's 2024 Annual Report, Page 12
	REI	Coop Membership	Sep-25	REI Press Release
50	Tesco	Clubcard	Oct-25	Interim Results 2025 / 2026
51	Flipkart (India)	Flipkart Plus	Aug-21	Business Standard Article
	Marks & Spencer	Sparks	Oct-25	Marks & Spencer LinkedIn Page Post
	The North Face	XLPR Pass	Dec-23	Let's Talk Loyalty, Episode 468
	Turkish Airlines	Miles&Smiles	Sep-24	Australian Loyalty Association
52	Azul Airlines	Azul Fidelidade	May-25	Azul 2025 Annual Report, Page 2
53	Qantas	Qantas Frequent Flyer	Aug-25	Qantas 2025 Annual Report, Page 26
54	Boots	Advantage	Jul-25	Boots Press Release

Let's Talk Loyalty™

"Let's Talk Loyalty™" is the world's leading podcast for loyalty marketing professionals, featuring over **750** episodes and interviews with loyalty marketing experts from some of the world's greatest brands.

Along with our online TV channel called "Loyalty TV™" we pride ourselves on being the industry's leading source of education and inspiration for loyalty marketing professionals around the world, who create, run, and optimize marketing programmes in order to drive customer loyalty.

Global/Fortune 500 brands who have appeared on these shows include McDonald's, Microsoft, IKEA, American Airlines, Emirates Airline, and Boots (UK) among others, and so far, the show has released over seven hundred episodes exploring world class customer loyalty concepts!

If you work in loyalty marketing, make sure to listen to "Let's Talk Loyalty™" and watch "Loyalty TV™" to learn the latest ideas and marketing insights from loyalty specialists around the world.

LISTEN AND LEARN AT: www.letstalkloyalty.com

WATCH AND LEARN AT: www.loyalty.tv

「LOYALTY.TV」™