



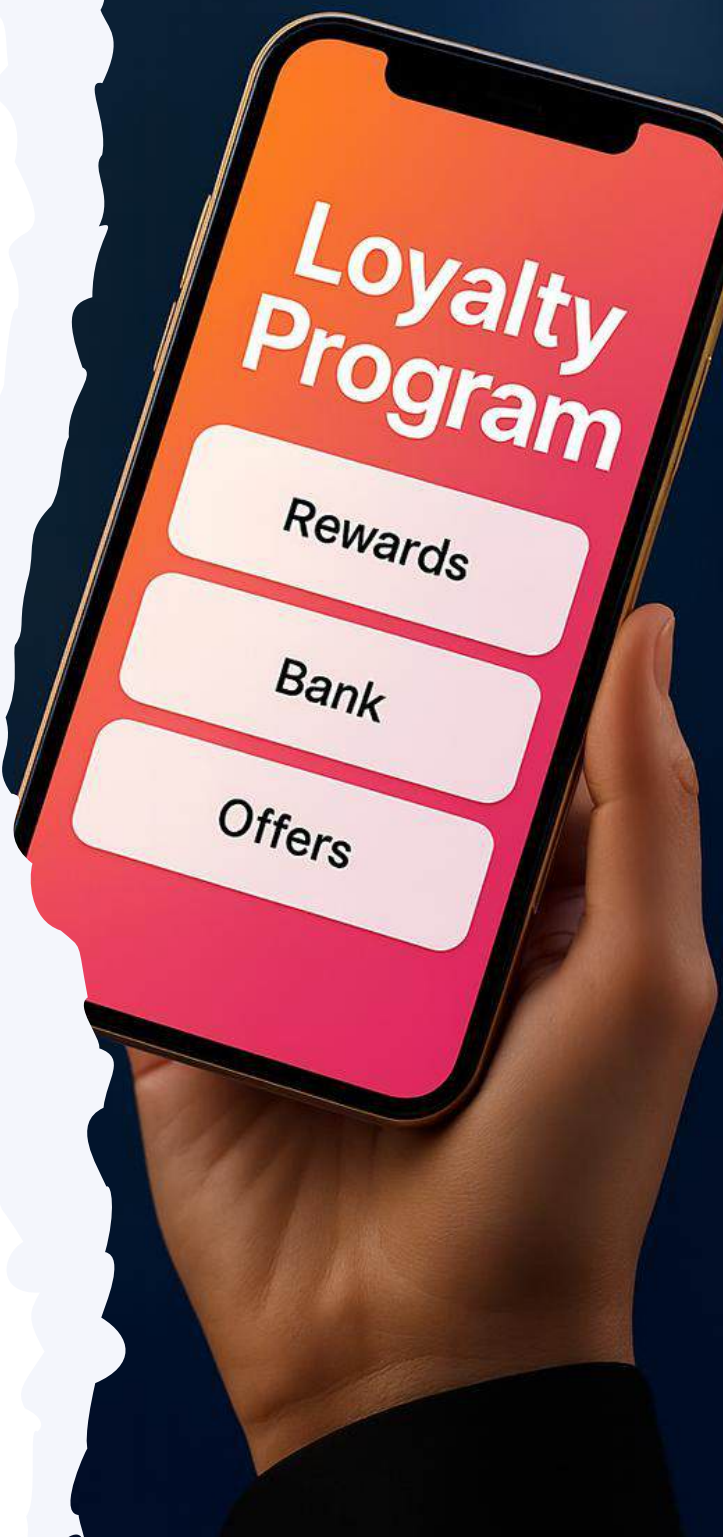
SIGHT

for **GROWTH**

a monthly series

The Middle East 'Loyalty' Revolution

October | 2025



The Middle East is fast becoming a **dynamic hub** for customer loyalty programs, fueled **by a growing demand for personalization, transparent use of data and sustainability.**

Loyalty programs have moved from **basic transactional models to dynamic, personalized ecosystems** that aim to **foster long-term customer relationships.**

Businesses must differentiate themselves by **delivering unique, relevant value** that fosters **stronger connections, deeper engagement, and lasting loyalty.**



Evolution of Loyalty Program in our region

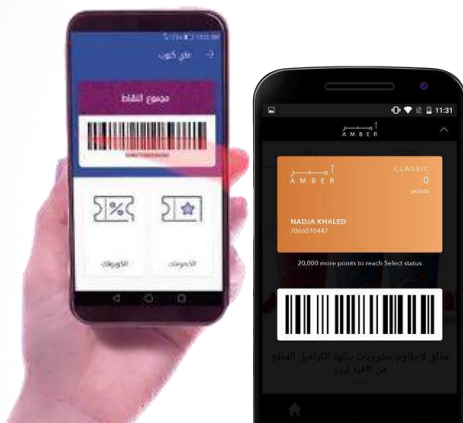
2000 – 2010: Foundation Stage

Start of mobile apps & digital cards.

Multi-brand retail groups experiment with loyalty.

Early government-linked privilege programs.

Examples: Shukran (Landmark Group), Dubai Plus (2015).



2015 – 2019: Digital Acceleration

Mobile-first apps become standard.

Tiered memberships (Silver/Gold/Platinum).

Start of coalition models & wider ecosystems.

Examples: Amber App (Al Tayer), SHARE Rewards (Majid Al Futtaim), MyCLUB (Carrefour).

2020 – 2024: Smart Loyalty Era

AI & analytics for personalization.

Gamification, real-time push offers.

Cross-sector programs: retail + travel + telecom + banking.

Contactless + app-first adoption due to Covid-19.

Examples: Blue Rewards (Al Futtaim), Tamayouz (STC Pay), DARNA (Aldar Properties).



2025 & Beyond: Ecosystem Loyalty

Subscription-based loyalty (Amazon Prime, Careem Plus, Talabat Pro).

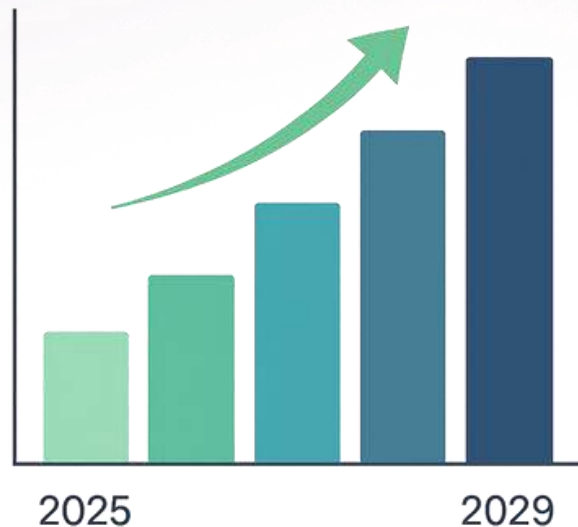
ESG-driven rewards (eco choices, sustainable actions).

Super-app ecosystems.
Hyper-personalization powered by AI.

Examples: Etihad "Conscious Choices", Amazon Prime UAE/KSA.



Loyalty programs in our region are expected to grow at a CAGR of **13.8%** from **2025** to **2029** — reaching **\$5.49** billion by the end of 2029 ([GlobeNewswire](#)).



In UAE and Saudi Arabia, industries like retail, banking, travel, and telecom are at the forefront of loyalty innovation — adopting digital-first platforms, coalition networks, and subscription-based rewards to deliver more personalized, value-driven experiences for customers.

Customer Loyalty Predictions 2025 report, Comarch

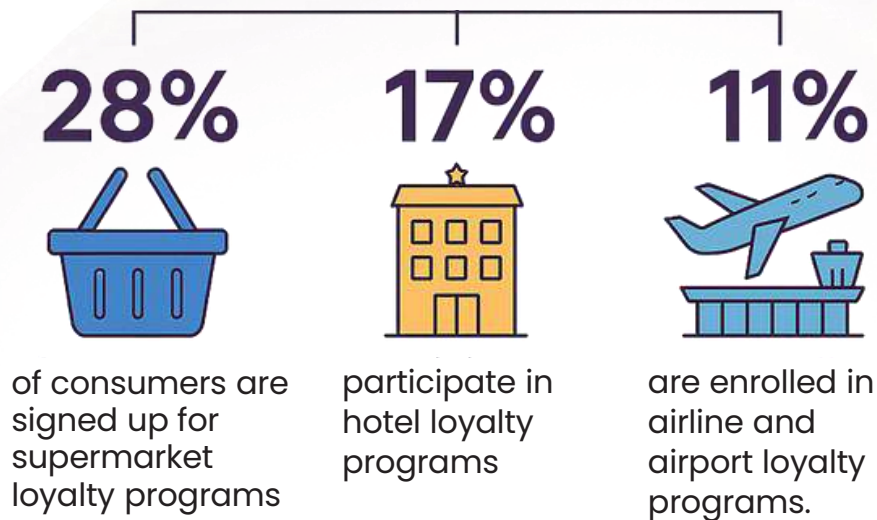
If I have to guess what customers expect in 2025, I would say seamless omnichannel experiences, personalized rewards, and exclusive access to unique experiences will be key.

*Bijou Daniel, Head of Product – **Loyalty and Operations at Alshaya Group***



Consumers in the Middle East are deeply involved in loyalty programs, participating in an average of 11–12 programs.

The specific types of programs they favor vary somewhat:



Customer Loyalty Predictions 2025 report, Comarch

Globally, **airline and airport programs** take second place, with **hotel programs** taking third spot. Also, banking loyalty programs are more prevalent in the Middle East and Africa than on a global scale.

Mature Markets like US/EU are more established and saturated. In these countries, Loyalty is often built on



Customers expect consistency and depth and are less about novelty.

The key factors influencing rapid growth in this region include:

1. Young, Tech-Savvy Consumers

Over 50% of the population is under 30. Gen Z & Millennials expect **instant, gamified, and personalized loyalty experiences**.

2. High Competition Across Industries

Retail, banking, telecom, travel, and food delivery are battling for market share. Loyalty programs act as a differentiator in saturated markets.

3. Cultural Preference for Rewards & Value

Shoppers in the region are value-conscious yet brand-loyal when rewarded. Rewards align with cultural norms of hospitality and generosity.

4. Sustainability & ESG Push

Governments and younger consumers drive eco-conscious choices. Programs rewarding green actions (recycling, reduced carbon footprint) are gaining traction.

5. Government & Regulatory Support

Smart city initiatives (like Dubai Digital, Saudi Vision 2030) encourage digital adoption. Public-private loyalty initiatives boost awareness.

Here are the **top consumer trends** shaping Loyalty Programs in the region:

Trend 1

Loyalty Programs go Digital-First: From plastic cards to app-powered ecosystems.



Trend 2

Pay-to-Loyalty Boom: Premium, subscription-based models win consumer trust.



Trend 3

Coalition Power Rising: Multi-sector partnerships redefining customer stickiness.



Trend 4

Hyper-Personal Loyalty: Data and algorithms fuel "just-for-you" rewards.



Trend 5

Loyalty for All: Financial inclusion expands rewards into new markets.



Trend 6

Battle of the Giants: Fragmented players vs. super-app ecosystems.



Trend 7

Green Loyalty Movement: Eco-conscious choices become point-worthy.



Trend 1

Loyalty Goes Digital-First: From plastic cards to app-powered ecosystems.

In the UAE and Saudi Arabia, loyalty is going **digital-first** and fast. Customers no longer want cards in their wallets; they want **rewards at their fingertips**. Today's leading brands are tapping into **AI-powered apps** that deliver **instant perks, smart offers, and hyper-personalized experiences** designed to keep customers coming back.



What's fueling the digital loyalty boom?

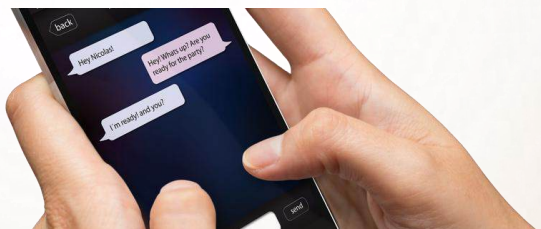
Smartphone Power: With over 90% adoption, mobile has become the heartbeat of loyalty.



Smart Personalization: AI is predicting what customers want before they even ask.



Always-On Engagement: WhatsApp chats, in-app push notifications, and conversational touchpoints are making loyalty programs feel effortless—and addictive.



Trend 2

Pay-to-Loyalty Boom: Subscription-based models , a game changer.

Loyalty is getting an upgrade in the Middle East—welcome to the age of **subscription loyalty**. For a small recurring fee, customers unlock **VIP perks, unbeatable discounts, and exclusive experiences** that keep them coming back for more.



Why It's Taking Off:

Status Matters: Consumers love the sense of exclusivity that premium memberships bring.



Pay Once, Enjoy Always: With **digital wallets and auto-renewals**, subscribing is easier than ever.



Everywhere You Look: Whether it's **shopping, food delivery, telecom, or rides**, subscription loyalty is spreading across industries.



Trend 3

Coalition Power Rising: Multi-sector partnerships redefine customer stickiness.

Loyalty is no longer a solo game—it's a **coalition movement**. Across the region, brands are teaming up to create **powerful, multi-brand loyalty ecosystems** where customers can earn points in one sector and redeem them in another. The result? **More choice, more value, more engagement.**



Why Coalition Loyalty is Booming in the Middle East:

Economic Transformation: From Saudi Arabia's Vision 2030 to the UAE's growth agenda, cross-industry partnerships are rewriting the loyalty playbook.

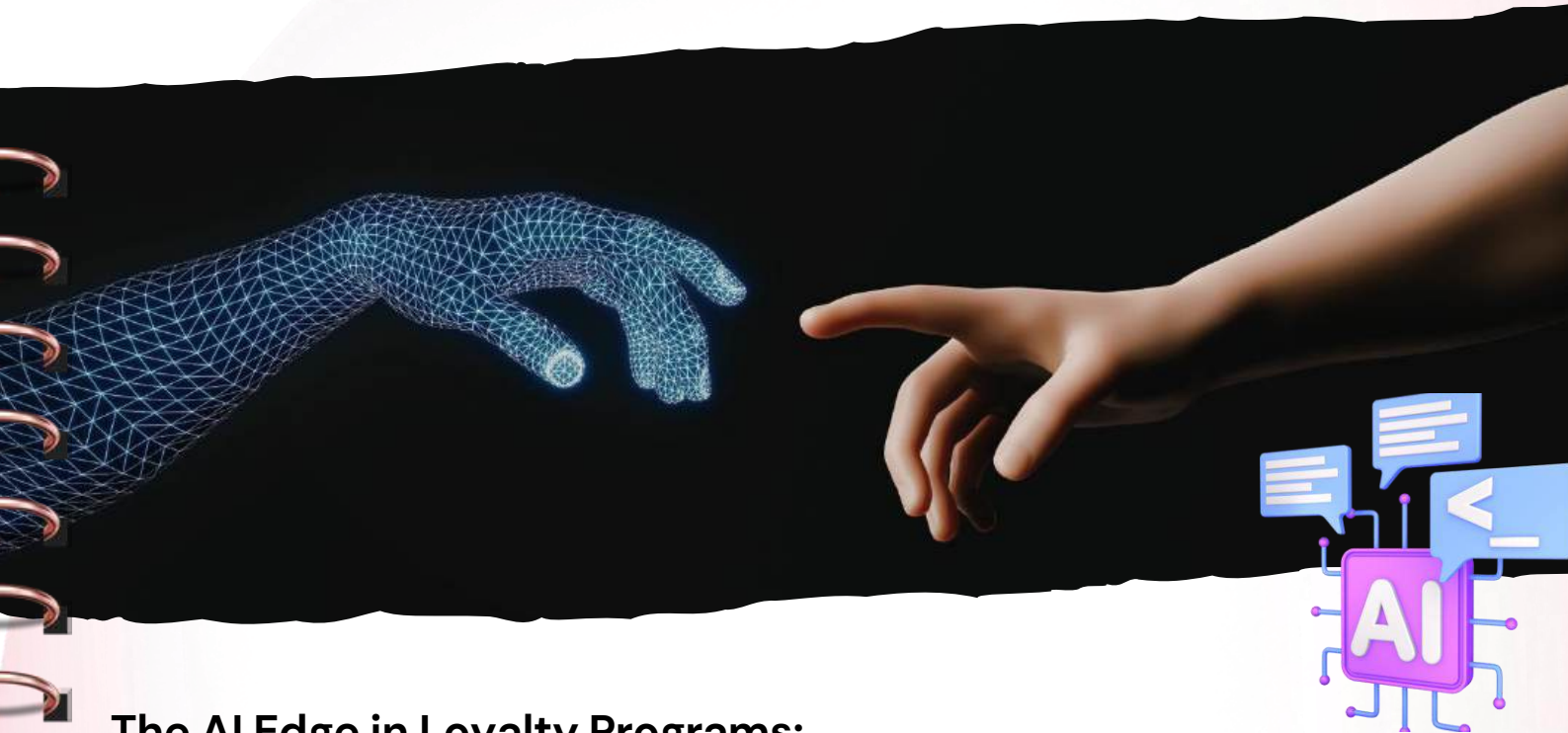


Smarter Spending: Today's consumers prefer multi-brand reward networks that stretch every dirham and unlock maximum redemption value.



Trend 4**AI = Hyper-Personalized Loyalty:
Data and algorithms fuel “just-for-you” rewards**

In the Middle East, loyalty is getting smarter. Powered by AI, programs are creating real-time, personalized, and secure journeys that customers can't resist.

**The AI Edge in Loyalty Programs:**

Dynamic Rewards:
Incentives that shift with
your spending habits.



Predictive Insights: Brands
know what you want—
before you do.



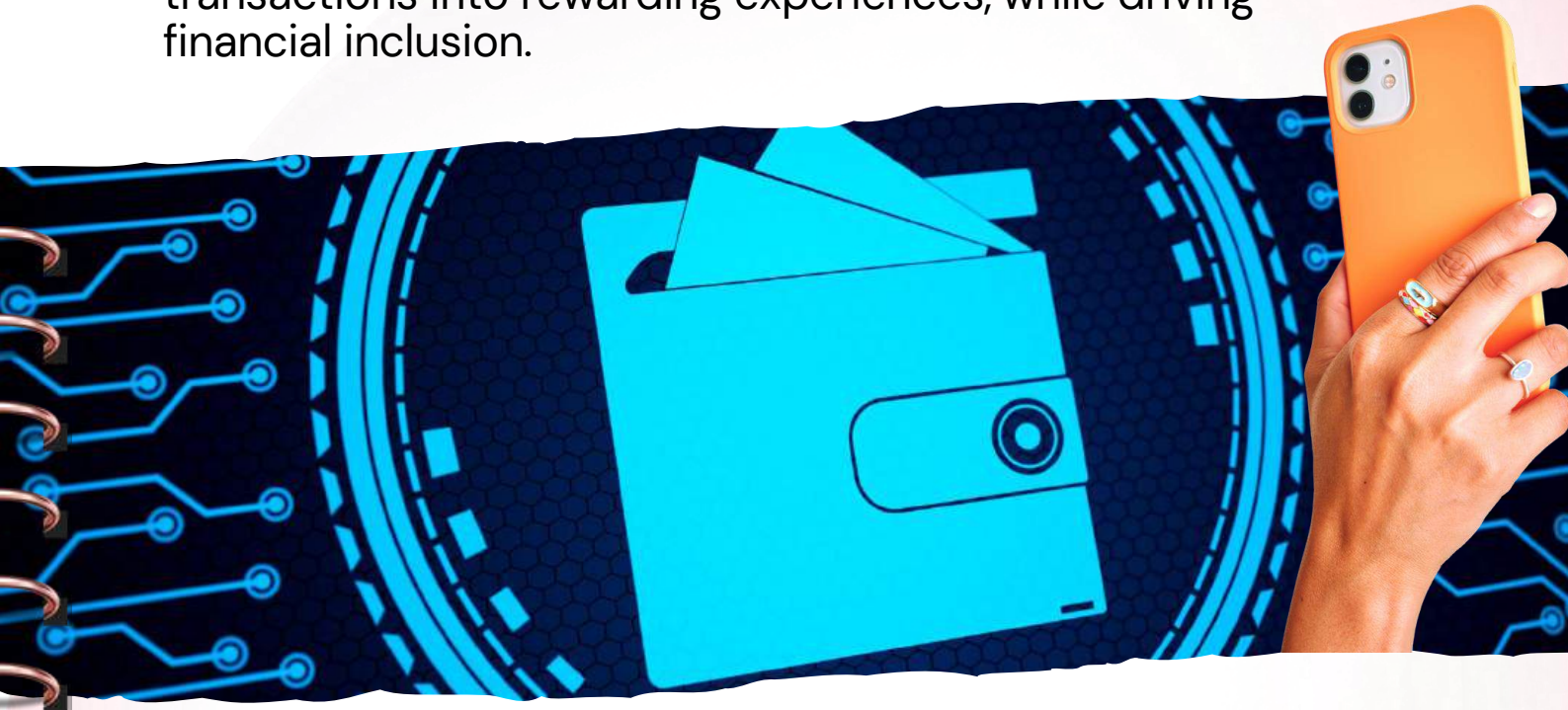
Built-in Security: AI keeps
loyalty programs safe from
fraud and misuse.



Trend 5

Loyalty for All: Financial inclusion expands rewards into new markets

In the Middle East, loyalty is moving into your wallet. Banks and fintech players in the region are transforming everyday transactions into rewarding experiences, while driving financial inclusion.



Why It's Taking Off:

Mobile First: Loyalty points for digital payments and mobile banking.
Every Transaction Counts: Earn rewards on bill payments, transfers, and remittances.



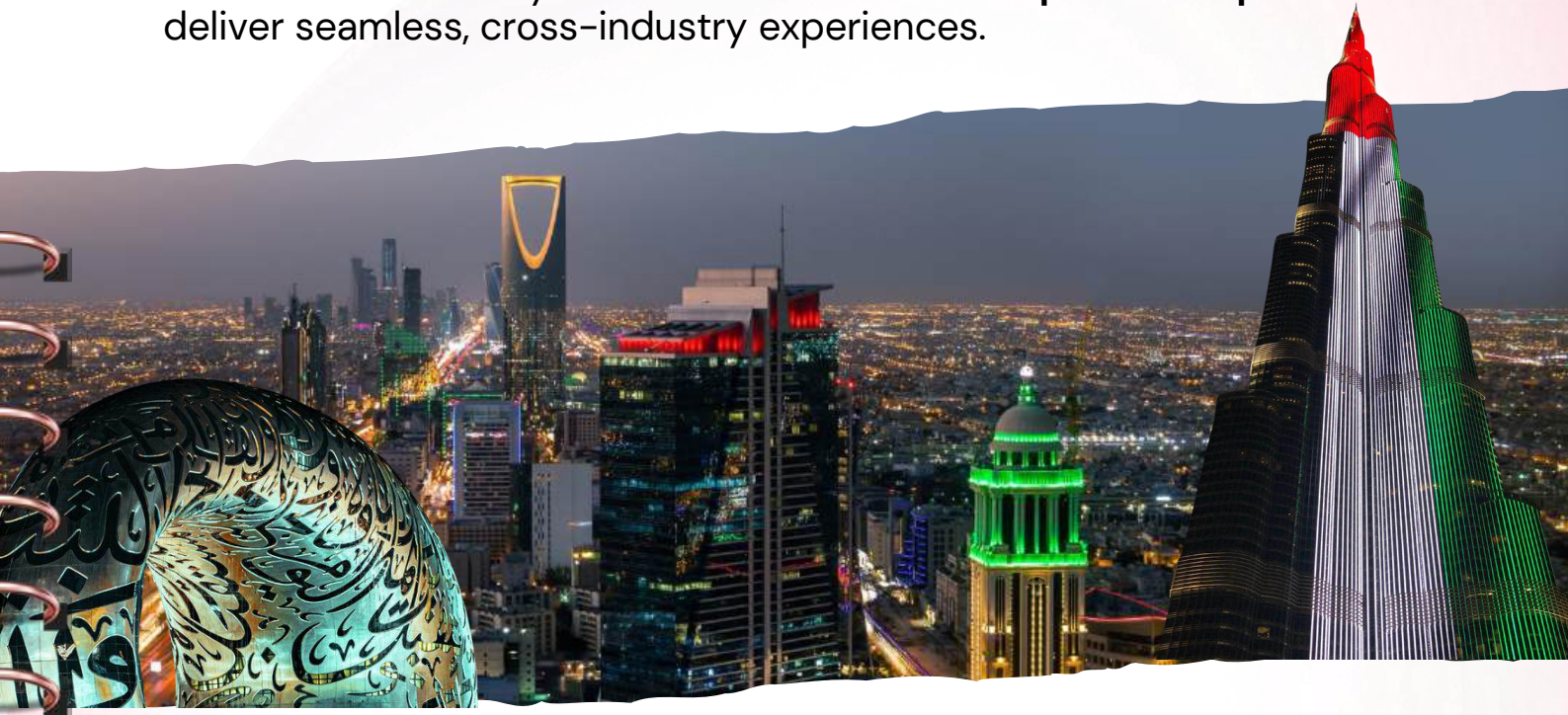
Future-Ready Economies: Government-backed fintech innovation is making loyalty a key driver of the digital financial ecosystem.



Trend 6

Battle of the Giants: Fragmented players vs. super-app ecosystems.

UAE & Saudi Arabia are seen as the Loyalty Powerhouses in the region. From retail and hospitality to aviation and finance, these markets lead the way with **multi-sector reward partnerships** that deliver seamless, cross-industry experiences.



In other countries in the region like Egypt, Bahrain & Oman Loyalty still operates in Silos.

Here, loyalty is still brand-specific and fragmented, but fintech and telecom players are paving the way for broader connected ecosystems.

Super Apps on the Rise

Digital giants are reshaping loyalty by blending **ride-hailing, food delivery, shopping, and financial rewards** into one-stop super apps—making loyalty part of customers' **everyday digital life**.



Trend 7

Green Loyalty Movement: Eco-conscious choices become point-worthy.

Loyalty in the Middle East is going green. Across the region, brands are weaving sustainability into rewards programs, giving customers a chance to earn points while making a difference.



Why It's Taking Off:

Green Goals Aligned: UAE and Saudi policies fuel eco-focused loyalty.



Eco-Rewards Matter: From flights to fashion, customers now collect green points for sustainable choices.



Next-Gen Influence: With Millennials and Gen Z demanding change, eco-loyalty is becoming the new standard.



Mind-the-Gap

Here is a snapshot of the generational mindsets to help better connect with them...



GEN ALPHA
(2012 onwards)



GEN Z
(1997 - 2012)



GEN Y
(1981 - 1996)



GEN X
(1965 - 1980)



BABY BOOMERS
(1946 - 1964)

Connection style:

- Still kids, but already shaped by digital ecosystems. Their "loyalty" is mediated by parents today.

- Engagement-focused, interactive, and skeptical of "just points."

- Digital-first and value-conscious, but also status-driven.

- Pragmatic but tech-comfortable. They balance tradition with digital adoption.

- Practical, value-driven. They grew up with stamp cards, airline miles, and straightforward point systems.

Preferences:

- Gamified ecosystems (in-app coins, skins, or collectibles in games).
- Cross-platform rewards (earning in Roblox, Fortnite, Minecraft, etc.).
- Educational or entertainment tie-ins.

- Gamification, streaks, surprise rewards.
- Personalization ("for me" offers, not blanket discounts).
- Sustainability perks (eco points, donations, carbon offset rewards).
- Social media-integrated loyalty (sharing, referrals, influencer tie-ins).

- App-based loyalty with mobile wallets and instant redemption.
- Experiences > discounts (concerts, dining, exclusive events).
- Gamified challenges and social integration.
- Subscription-based loyalty (Amazon Prime, Careem Plus).

- Multi-partner programs (supermarkets, fuel, travel).
- Credit card-linked rewards and cashbacks.
- Convenience and practical savings (schooling, groceries, travel).

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Behavior:

- They won't manage loyalty accounts directly yet, but their **influence on household spending** is huge (food delivery, toys, entertainment). Expect future loyalty programs for them to blur gaming, education, and lifestyle.

- Very app-native; low tolerance for friction. They drop programs that feel outdated or too transactional. They see loyalty as mutual: "What's in it for me, now?"

- More likely to switch brands if another program offers better lifestyle integration, but engage heavily when loyalty is tied to **experiences and convenience**.

- They engage with loyalty through both apps and physical cards, but still prefer programs that save time and reduce costs for families.

- More loyal to brands they've stuck with for decades; respond well to recognition tiers and VIP treatment.

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Explore Behavior. Discover Opportunity. Design What Matters.

4SiGHT's **signature UX research framework** for next-gen digital products.

4SiGHT UXplore™ is a deep-dive, end-to-end UX insight engine—built to decode user behavior, optimize journeys, and shape digital experiences that deliver.

It blends qualitative research depth with design precision across every phase of product development.



Our UXplore™ Journey



Understand Users

- Mental Models & Motivations
- Generative Feedback (NCPI Framework)
- Uncover Unmet Needs, Beliefs & Pain Points



Architect with Purpose

- Open/Closed Card Sorting
- Information Design & Journey Structuring
- Content Grouping Based on Real User Logic



Design That Resonates

- GUI & Aesthetic Evaluation
- Preference Testing (A/B, Multivariate)
- Wireframe Testing (Low to High Fidelity)



Benchmark & Refine

- Competitor Experience Benchmarking
- UX Gaps, Fixes & Final Recommendations



Test Before You Build Big

- Interactive Prototype Testing (Figma, Adobe XD, etc.)
- Moderated Usability Testing
- Real-Time Beta App Feedback (Live API Scenarios)

Why UXplore™?



Strategic UX from Start to Scale

Deep Behavioral Insight + Actionable Design Cues

Culturally-Tuned, Market-Specific Testing

Speaks Business, Design & Human



Don't Just Launch. UXplore.™

Your best ideas deserve insight-led execution.

OUR

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PANEL UAE | KSA

Our pre-recruited ahead-of-the-curve panel for quick, cost-efficient research needs, offering a window into live data.



COMMUNITIES

Designed to build an agile system to conduct research while keeping the customer at the heart of the business.
Enables clients to make consumer relevant decisions by testing on the go.



CONSUMER CONNECTS

4SiGHT's solution to curate and build a customized calendar of immersive interviews for client teams to get the pulse of the consumer.

Available as ad-hoc & annual programs.

For more information, contact info@4sight-global.com

OUR

Research Tools

INSIGHT EXPRESS

Enables swift and efficient innovation testing, minimizing the risks linked to a comprehensive launch - allowing you explore, experiment, and fail cheap.

AASMA | CHATBOT

Facilitates interactive conversations with consumers, streamlining the process of filling consumption/usage diaries. Leading to improved efficiency and quality of data collection.

SPRINT+

Provides an innovative boost to your iterative process by making it more AGILE through co-creation workshops, giving wings to potential ideas/improvements

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OUR

Calendar 2025

JANUARY

FUTURE OF
EDUCATION

FEBRUARY

THE FUTURE OF
FINANCIAL
LITERACY

MARCH

PULSE OF THE
HEALTH CARE
SECTOR

APRIL

THE MAGIC OF
MUSIC

MAY

THE MAGIC OF
MOVIES

JUNE

THE MAGIC OF
TELEVISION

JULY

MOBILE APPS
RE-WRITE THE
DIGITAL PLAYBOOK

AUGUST

THE RISE OF
WOMEN POWER IN
THE MIDDLE EAST

SEPTEMBER

YOUTH: OUR
REGION'S CHANGE
AGENTS

OCTOBER

THE MIDDLE EAST
'LOYALTY'
REVOLUTION

NOVEMBER

COMING SOON...

DECEMBER

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