

## CCG Announces Top Retailers for Customer Loyalty

Annual Retail Customer Brand Loyalty Study uncovers the retailers consumers choose to shop exclusively year after year.

DENVER, CO, USA, March 13, 2023
/EINPresswire.com/ -- In its annual Retail
Customer Brand Loyalty Study, Customer
Communications Group, Inc. (CCG), asked
more than 1,000 consumers to "name a
retailer where you tend to exclusively shop
for particular needs." Six years in a row,
consumers identified the same 99
companies that have won their loyalty.
Another 27 retailers grabbed spots in five of
the six years. Nine of the six-time honorees
were also among the top 10 retailers most
often mentioned when consumers
answered the question in our 2023 survey.

## **Top Retailers for Customer Loyalty** 2018-2023 CVS 99 Cents Only Ikea Sephora Store Dick's Sporting Ingles Markets Shaws Academy Sports + Goods JCPenney ShopRite Outdoors Dillard's Jewel Osco Smith's Food and ACME King Soopers **Dollar General\*** Drug Adidas Dollar Tree Kmart Sprouts Farmers Albertsons eBay Kohl's\* Market ALDI\* Etsy Kroger\* Stop & Shop American Eagle Family Dollar T.J. Maxx Lowe's Outfitters Food 4 Less Lowe's Foods Target\* Apple Store Food City lululemon Tractor Supply Bass Pro Shops Food Lion Macy's\* Co. Bed Bath & Footlocker Marc's Trader Joe's Beyond Forever 21 Marshalls ULTA Beauty Belk Fred Meyer Meijer Victoria's Secret Best Buy Fry's Food Stores Menards Walgreens Big Lots Stores Nike Walmart\* Gap Giant Food BJ's Wholesale Nordstrom Wavfair Club Giant Eagle Old Navy Wegmans Food Boscov's Goodwill PacSun Markets Department Store Weis Markets Grocery Outlet Publix Brookshire H&M OVC Whole Foods Brothers Hannaford Ralphs Market Н-Е-В WinCo Foods **Burlington Coat** REI Factory Hobby Lobby Rite Aid Winn-Dixie Stores Cabela's Home Depot<sup>3</sup> Ross Stores Wish.com Safeway Chewy.com HomeGoods Zumiez Costco Hot Topic Sam's Club Wholesale\* Hy-Vee Save-A-Lot \* Indicates retailers who were also mentioned most frequently as a store where consumers shop

"We're honoring these brands for their commitment to the customer, as evidenced by their ability to drive true, long-term customer loyalty," says <u>Sandra Gudat</u>, CCG's President and CEO. "As an agency steeped in loyalty culture, it's a pleasure to see retailers that understand the value

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Sandra Gudat, CCG

CEO/President

of customer-centricity for the consumer and the organization."

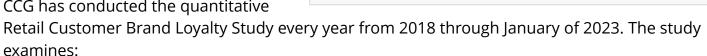
The 99 retailers run the gamut from bargain-focused brands like the 99 Cents Only Store to high-end retailers like Macy's. The list includes not only major companies like Adidas and Apple Store, but also lesser-known and regional brands such as Jewel Osco and Meijer.

This is good news for retailers of all formats. "It means you don't have to be a mega-brand to earn and keep customer

loyalty," says Gudat. "You just need to understand your customers, know what drives their loyalty and then deliver."

About the Retail Customer Brand **Loyalty Study** 

CCG has conducted the quantitative



Customer Communications

Group, Inc.

- When all things are equal, which factors drive customers to shop exclusively with a particular retailer?
- Which factors are most important to "super loyal" customers versus consumers who always shop around?
- Which retailers make loyal customers out of those whose style it is to shop around?
- Which factors influence a non-loyal customer to shop exclusively at a particular retailer in other words, what would make them more loyal?
- Are there tendencies to be more or less loyal based on demographics? Access the complete study at https://www.customer.com/retail-marketing/resources/customerbrand-loyalty-statistics-study/

About Customer Communications Group, Inc.

Customer Communications Group, Inc. (CCG), is a full-service agency specializing in customer relationship marketing (CRM) and loyalty marketing for the retail industry. Our singular focus is building your customers' loyalty to your brand. Since 1977, we've executed dozens of innovative and effective CRM and loyalty initiatives for retailers across North America, including: Natural Grocers, Ann Taylor, Kohl's, Nordstrom, PETCO, Talbots, Omaha Steaks and ULTA® Beauty. Our work has helped our clients achieve such stellar results as \$40 million in incremental sales, \$18 million in profits and 295% return on investment.

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