

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/](https://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

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

* Indicates retailers who were also mentioned **most frequently** as a store where consumers shop exclusively.

“We’re honoring these brands for their commitment to the customer, as evidenced by their ability to drive true, long-term customer loyalty,” says [Sandra Gudat](#), CCG’s President and CEO. “As an agency steeped in loyalty culture, it’s a pleasure to see retailers that understand the value of customer-centricity for the consumer and the organization.”



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*Sandra Gudat, CCG
CEO/President*

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

Retail Customer Brand Loyalty Study every year from 2018 through January of 2023. The study examines:

- 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/customer-brand-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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