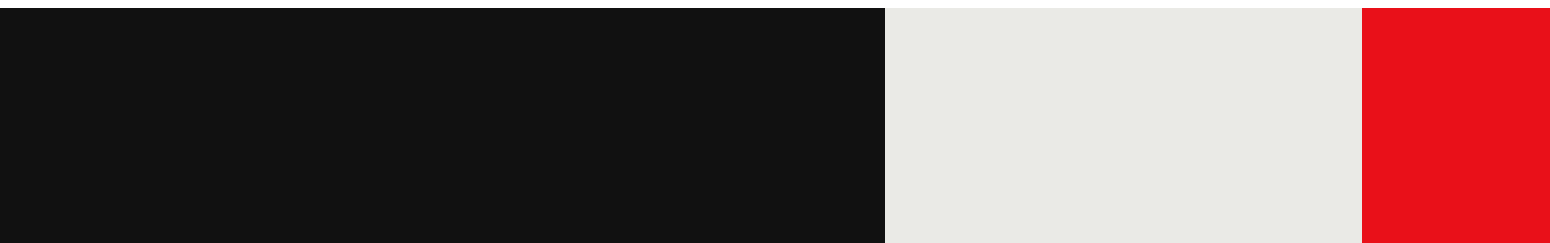



Reimagining Retail: Brand loyalty and the top 3 retailer battles for 2022

Audio



On the second episode of this brand new Behind the Numbers show, Reimagining Retail, co-hosts and eMarketer principal analysts at Insider Intelligence Suzy Davidkhanian and Andrew Lipsman discuss the importance of brand loyalty in retail and share a ranking of their top three competitive retailer battles for 2022.

How Do US Digital Users* Define Brand Loyalty?

% of respondents, Nov 2020



Note: ages 18+; *have interacted with a brand on social media, used web chat or messaging to contact a company, and/or purchased something from a brand or company online at least once in the past month

Source: Khoros, "2021 Guide to Building Customer Trust," Feb 18, 2021

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