Success strategies for stronger brand loyalty in the target group benchmark

	All respondends	Gen Z	People interested in sports
Personalized offers	39%	40%	40%
Sustainable and environmentally friendly product lines	33%	27%	35%
More digital interactions	20%	32%	22%
Events or live experiences	20%	29%	23%
Collaborations with celebrities or influencers	13%	25%	15%
Other	2%	1%	2%
Don't know/ No indication	20%	8%	16%
	025 to 01/30/2025 ulation surveyed, compared to n=357 Gen Z and	d n=676 sports fans (top 1 on 4-point scale)	

Frage: What strategies could brands use to better target you? (multiple answers possible; aided answers)