

PRESS RELEASE

South Africans Are Using Loyalty Programmes to Survive, Not Just Save, Industry Leaders Tell Cape Town Summit

FNB eBucks, Capitec, Clicks ClubCard and Spur Rewards discuss how their programmes are responding to cost-of-living pressure at the International Leaders in Loyalty Summit

CAPE TOWN, 8 September 2026

Executives from four of South Africa's most-used loyalty programmes, FNB eBucks, Capitec, Clicks ClubCard and Spur Rewards, opened the eighth annual International Leaders in Loyalty Summit with the same message: for a growing share of members, these programmes are no longer optional extras. They are how households are getting through the month. The session, held at the Cape Town Marriott Hotel Crystal Towers on 8 September, was moderated by Amanda Cromhout, CEO and Founder of Truth.

Data from the Truth and BrandMapp South African Loyalty Whitepaper 2025/6 shows why. Rising food costs are the third biggest concern keeping South Africans awake at night, cited by 42 percent of consumers, and loyalty programmes are the third most common tool consumers reach for in response. Cromhout told the panel that this is no longer about shaving a little off the grocery bill. Households are drawing on their programmes to protect a shrinking budget, not to top it up.

"At Clicks, we know that loyalty is not a luxury, it's a necessity," said Fionna Ronnie, Chief Marketing Officer at Clicks. Ronnie said the retailer's instant discounts at till, introduced on 25 August, were built to work alongside Clicks ClubCard's existing cashback offer at the point where members feel the squeeze most, the till. Experiential rewards are coming, she said, but the core of the programme is still built around everyday relief.

At FNB eBucks, CEO Peter Woodhatch pointed to a milestone that made the same point. In March 2026, the value of eBucks redeemed by members exceeded the value earned for the first time. He described it as proof that members are drawing down on their rewards to cover real costs, not banking them for a rainy day. Many now budget their monthly eBucks redemptions for essentials such as fuel, with FNB eBucks having filled more than 300,000 tanks for customers this year through its partnership with Engen.

Kelly Goldsworthy, Head: Live Better at Capitec, said the bank built its programme around a client base with little room to spare. "We recognise that the largest portion of South Africa, which is a significant amount of our client base, are really underserved on a day-to-day basis. They're struggling to get by," she said. Capitec chose cashback and instant discounts over a traditional points system, she said, because the value had to land immediately, not months later.

Earle Cloete, Head: CRM and Digital at Spur Corporation, said the 16-year-old Family Card programme has been redesigned around the same pressure. Its 10-for-1 coffee reward, he said, gives customers a way to stretch a smaller dining-out budget further rather than cut it altogether. "It's creating something that allows for a bit more frequency, whether it's mid-month or a week before payday," Cloete said.

About Truth

Truth is a loyalty and CRM consultancy led by Amanda Cromhout, CEO and Founder. Truth hosts the annual International Leaders in Loyalty Summit, bringing together loyalty leaders across industry verticals to share insights on client retention, loyalty design and data.