

## **Xtra Savings maintains No.1 spot in retail loyalty for the 5th year**

The Shoprite Group has once again claimed top honours at the 2025 South African Loyalty Awards, with its Xtra Savings programme named *Best Retail Loyalty Programme of the Year* for the fifth year running.

Launched in 2019, Xtra Savings is South Africa's largest rewards programme, with over 33.7 million members who saved R16.5 billion at [Shoprite](#) and Checkers in the past year alone.

The programme operates in over 2 000 stores across eight brands, offering instant cash savings with no points, no tiers, and no hassle.

"With over 2,500 card swipes every minute, Xtra Savings has not only saved members more than R55 billion in instant cash since inception, but also powers a more personalised omnichannel shopping experience that truly puts our customers first," says Meredith Allan, General Manager of Strategy and Rewards at Shoprite<sup>x</sup>, adding: "we owe our thanks to our members who keep swiping and saving with us every day."

Xtra Savings Plus - South Africa's [first grocery subscription service](#) - offers more personalised offers, additional in-store discount and unlimited Sixty60 deliveries - for just R99 per month.

The retailer was also Highly Commended in three other South African Loyalty Awards categories:

- Most Innovative Use of Technology for Loyalty
- Best Use of Gamification
- Best Long-Term Loyalty Programme

The South African Loyalty Awards recognise excellence in loyalty and customer relationship management. Programmes are evaluated against global benchmarks by a panel of local and international industry experts.

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