

## Tamaris makes an impression with the highest customer loyalty and highest market share

At the end of February, Tamaris won two awards at the same time. ServiceValue GmbH awarded Tamaris the rating "highest customer loyalty" and a ranking on behalf of schuhkurier designated Tamaris as the company with the highest market share in the women's shoe sector.

### Highest customer loyalty

"Yes, I would choose this supplier again," is the answer most customers give when asked about the Tamaris brand. A large-scale survey conducted by DEUTSCHLAND TEST/FOCUS MONEY and ServiceValue on the repeated interest of customers in buying and concluding sales contracts has awarded Tamaris the distinction of "highest customer loyalty". With a customer loyalty rate of 84.4%, the brand is positioned with a lead of almost 10% over its closest competitors. Tamaris has thereby succeeded in generating the highest brand loyalty rate among current and former customers (going back a maximum of two years).

### Highest market share

Tamaris is ranked No. 1 as the strongest women's footwear manufacturer for the autumn/winter season 2017. On behalf of schuhkurier, the European Clearing Center (ECC) has established a top ten ranking of the most important women's shoe brands, with Tamaris leading the ranking list as in the previous season - this year with a market share of 16.6%. With a slight increase in the selling price, the sales ratio also increased by more than 5 percentage points.

Further information on the statistical surveys can be accessed via the links below.

### For additional information

<https://www.schuhkurier.de/news/die-10-wichtigsten-damenschuhmarken-der-hw-saison-201718-26901/>

<http://www.servicevalue.de/wettbewerbe/branchenuebergreifend/kundentreue/>

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