

# **Global Loyalty Management Market Size study, by Component (Software, service), by Software (Customer Loyalty, Channel Loyalty, Consumer Loyalty), by Deployment (On-premise, Cloud), by organization (Small and Medium enterprises, large enterprises), by vertical (Transportation, IT & Telecommunication, BFSI, Media & Entertainment, Retail & consumer goods, Hospitality, Others) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Loyalty management Market is valued approximately at USD 6.79 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 12.3% over the forecast period 2021-2027. Loyalty management is defined as strategy, tactics, tools, around how company acquires, retains and engages, customers. It helps in targeting the right audience and provides benefits, rewards, and experiences, which drive long-term engagement. The global Loyalty Management Market is being driven by Growth in proliferation of smartphones and rising consumer preference for online shopping. Furthermore, the growing internet penetration rate as well as growing adoption of loyalty management solutions based on machine learning and AI, will provide new opportunities for the global Loyalty Management industry. For instance, according to statista, there has been growth in internet users all over the world, as in year 2017, there were 4435 million smart phone users which increased to 6055 million smart phone users in year 2020 and it is anticipated to reach at 7516 million users by year 2026. As a result, increase in smart phone users will serve as a catalyst for the Loyalty Management industry in the future. However, stringent government rules and regulations regarding data security and privacy protection and complexity in data

synchronization, may impede market growth over the forecast period of 2021-2027.

Asia Pacific, North America, Europe, Latin America, and Rest of the World are the key region considered for the regional analysis of global loyalty management market. The adoption of solutions based on the latest technologies for customer data analytics and real-time reporting and the aggressive investments in AI-based loyalty programs makes the North America the leading region across the world in terms of market share. Whereas Asia Pacific is also anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to the increasing internet penetration rate and the unabated growth of the e-commerce industry in countries.

Major market player included in this report are:

Aimia  
Bond brand loyalty  
Brierley+partners  
Comarch  
Fivestars  
ICF next  
Kobie marketing  
Lacek Group Maritz motivation

Oracle Corporation

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component:

Software  
Service

By Software:

Customer Loyalty

Channel Loyalty

Consumer Loyalty

By Deployment:

On-premises

Cloud

By Organisation:

Small and Medium enterprises

Large enterprises

By vertical:

Transportation

IT & Telecommunication

BFSI

Media & Entertainment

Retail & consumer goods

Hospitality

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027.

Target Audience of the Global Loyalty Management Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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