

Global Retail Bank Loyalty Market Size study, By Type (B2C Solutions, B2B Solutions and Corporate), End-User (Personal and Business) and Enterprise Size (Large Enterprise, Small & Medium Enterprises), and Regional Forecasts 2022-2028

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Abstracts

Global Retail Bank Loyalty Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028.

Loyalty programs refers to marketing tactic, utilized by banks and non-banking financial companies to reward and incentivize their retail banking customers. These loyalty programs are offered to encourage customers to use the services of businesses of a bank that are part of the program. Banks offer different types of loyalty programs such as Points based loyalty Programs, Cash Back Loyalty Programs, Punch Card Programs, and Tiered Loyalty Programs among others. The growing expansion of Banking and Finance Sector and increasing internet penetration as well as strategic initiatives from leading market players are factors that are accelerating the global market demand. For instance, according to India Brand Equity Forum (IBEF) – during FY21 total bank deposits in India were estimated at USD 2.06 Trillion, and this number further increased to USD 2.11 Trillion in May 2022. Moreover, leading market players are working towards new collaborations to launch innovative rewards programs to increase their customer base. For instance, in March 2022, Edinburg, UK based Lloyds Banking Group, entered in a strategic collaboration with Bink, a loyalty app in the United Kingdom. Under this collaboration both the players would offer rewards programs for the retail banking customer of Lloyds. Also, growing adoption of Customized reward programs and increasing inclination towards marketing and distribution strategies by banks are anticipated to act as a catalyzing factor for the market demand during the

forecast period. However, a rising concern over stringent regulations impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Retail Bank Loyalty Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the growing adoption of customized rewards programs from leading banks and presence of leading Financial Institutions in the region. Whereas, Asia Pacific is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as the thriving growth of banking and finance sector as well as rising penetration of private sector banks in the region, would create lucrative growth prospects for the Retail Bank Loyalty Market across the Asia Pacific region.

Major market players included in this report are:

Bank Of America
HSBC Bank
HDFC Bank Ltd
Citigroup Inc.
Royal Bank of Canada
Bank of India
International Business Machines (IBM) Corporation
Oracle Corporation
Comarch SA
TIBCO Software Inc.

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 Type

B2C Solutions

B2B Solutions

Corporate

By End-User

Personal

Business

By Enterprise Size

Large Enterprise

Small & Medium Enterprises

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, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Retail Bank Loyalty 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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