

# Global Loyalty Management Tools Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/G1CEFFADF42FEN.html>

Date: May 2024

Pages: 119

Price: US\$ 3,200.00 (Single User License)

ID: G1CEFFADF42FEN

## Abstracts

Report Overview:

The Global Loyalty Management Tools Market Size was estimated at USD 3915.85 million in 2023 and is projected to reach USD 4841.55 million by 2029, exhibiting a CAGR of 3.60% during the forecast period.

This report provides a deep insight into the global Loyalty Management Tools market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Loyalty Management Tools Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Loyalty Management Tools market in any manner.

Global Loyalty Management Tools Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Alliance Data Systems Corporation

Oracle Corporation

IBM Corporation

Aimia Inc

SAP SE

Maritz Holdings Inc.

Fidelity Information Services

Bond Brand Loyalty

Brierley+Partners

ICF International, Inc.

Kobie Marketing, Inc.

Tibco Software

Comarch

Fivestars

**BREIRLEY+PARTNERS**

Lacek Group

Market Segmentation (by Type)

Cloud-based

On-premise

Market Segmentation (by Application)

Small and Medium Enterprise

Large Enterprises

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Loyalty Management Tools Market

Overview of the regional outlook of the Loyalty Management Tools Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights,

product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Note: this report may need to undergo a final check or review and this could take about 48 hours.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Loyalty Management Tools Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the Market's Competitive Landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

1.1 Market Definition and Statistical Scope of Loyalty Management Tools

1.2 Key Market Segments

1.2.1 Loyalty Management Tools Segment by Type

1.2.2 Loyalty Management Tools Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

### **2 LOYALTY MANAGEMENT TOOLS MARKET OVERVIEW**

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

### **3 LOYALTY MANAGEMENT TOOLS MARKET COMPETITIVE LANDSCAPE**

3.1 Global Loyalty Management Tools Revenue Market Share by Company  
(2019-2024)

3.2 Loyalty Management Tools Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.3 Company Loyalty Management Tools Market Size Sites, Area Served, Product Type

3.4 Loyalty Management Tools Market Competitive Situation and Trends

3.4.1 Loyalty Management Tools Market Concentration Rate

3.4.2 Global 5 and 10 Largest Loyalty Management Tools Players Market Share by Revenue

3.4.3 Mergers & Acquisitions, Expansion

### **4 LOYALTY MANAGEMENT TOOLS VALUE CHAIN ANALYSIS**

4.1 Loyalty Management Tools Value Chain Analysis

4.2 Midstream Market Analysis

4.3 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF LOYALTY MANAGEMENT TOOLS MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
  - 5.5.1 Mergers & Acquisitions
  - 5.5.2 Expansions
  - 5.5.3 Collaboration/Supply Contracts
- 5.6 Industry Policies

## **6 LOYALTY MANAGEMENT TOOLS MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Loyalty Management Tools Market Size Market Share by Type (2019-2024)
- 6.3 Global Loyalty Management Tools Market Size Growth Rate by Type (2019-2024)

## **7 LOYALTY MANAGEMENT TOOLS MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Loyalty Management Tools Market Size (M USD) by Application (2019-2024)
- 7.3 Global Loyalty Management Tools Market Size Growth Rate by Application (2019-2024)

## **8 LOYALTY MANAGEMENT TOOLS MARKET SEGMENTATION BY REGION**

- 8.1 Global Loyalty Management Tools Market Size by Region
  - 8.1.1 Global Loyalty Management Tools Market Size by Region
  - 8.1.2 Global Loyalty Management Tools Market Size Market Share by Region
- 8.2 North America
  - 8.2.1 North America Loyalty Management Tools Market Size by Country
  - 8.2.2 U.S.
  - 8.2.3 Canada
  - 8.2.4 Mexico
- 8.3 Europe
  - 8.3.1 Europe Loyalty Management Tools Market Size by Country



8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Loyalty Management Tools Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Loyalty Management Tools Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Loyalty Management Tools Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

## **9 KEY COMPANIES PROFILE**

9.1 Alliance Data Systems Corporation

9.1.1 Alliance Data Systems Corporation Loyalty Management Tools Basic Information

9.1.2 Alliance Data Systems Corporation Loyalty Management Tools Product

Overview

9.1.3 Alliance Data Systems Corporation Loyalty Management Tools Product Market

Performance

9.1.4 Alliance Data Systems Corporation Loyalty Management Tools SWOT Analysis

9.1.5 Alliance Data Systems Corporation Business Overview

9.1.6 Alliance Data Systems Corporation Recent Developments

9.2 Oracle Corporation

9.2.1 Oracle Corporation Loyalty Management Tools Basic Information

9.2.2 Oracle Corporation Loyalty Management Tools Product Overview

- 9.2.3 Oracle Corporation Loyalty Management Tools Product Market Performance
- 9.2.4 Alliance Data Systems Corporation Loyalty Management Tools SWOT Analysis
- 9.2.5 Oracle Corporation Business Overview
- 9.2.6 Oracle Corporation Recent Developments
- 9.3 IBM Corporation
  - 9.3.1 IBM Corporation Loyalty Management Tools Basic Information
  - 9.3.2 IBM Corporation Loyalty Management Tools Product Overview
  - 9.3.3 IBM Corporation Loyalty Management Tools Product Market Performance
  - 9.3.4 Alliance Data Systems Corporation Loyalty Management Tools SWOT Analysis
  - 9.3.5 IBM Corporation Business Overview
  - 9.3.6 IBM Corporation Recent Developments
- 9.4 Aimia Inc
  - 9.4.1 Aimia Inc Loyalty Management Tools Basic Information
  - 9.4.2 Aimia Inc Loyalty Management Tools Product Overview
  - 9.4.3 Aimia Inc Loyalty Management Tools Product Market Performance
  - 9.4.4 Aimia Inc Business Overview
  - 9.4.5 Aimia Inc Recent Developments
- 9.5 SAP SE
  - 9.5.1 SAP SE Loyalty Management Tools Basic Information
  - 9.5.2 SAP SE Loyalty Management Tools Product Overview
  - 9.5.3 SAP SE Loyalty Management Tools Product Market Performance
  - 9.5.4 SAP SE Business Overview
  - 9.5.5 SAP SE Recent Developments
- 9.6 Maritz Holdings Inc.
  - 9.6.1 Maritz Holdings Inc. Loyalty Management Tools Basic Information
  - 9.6.2 Maritz Holdings Inc. Loyalty Management Tools Product Overview
  - 9.6.3 Maritz Holdings Inc. Loyalty Management Tools Product Market Performance
  - 9.6.4 Maritz Holdings Inc. Business Overview
  - 9.6.5 Maritz Holdings Inc. Recent Developments
- 9.7 Fidelity Information Services
  - 9.7.1 Fidelity Information Services Loyalty Management Tools Basic Information
  - 9.7.2 Fidelity Information Services Loyalty Management Tools Product Overview
  - 9.7.3 Fidelity Information Services Loyalty Management Tools Product Market Performance
  - 9.7.4 Fidelity Information Services Business Overview
  - 9.7.5 Fidelity Information Services Recent Developments
- 9.8 Bond Brand Loyalty
  - 9.8.1 Bond Brand Loyalty Loyalty Management Tools Basic Information
  - 9.8.2 Bond Brand Loyalty Loyalty Management Tools Product Overview

- 9.8.3 Bond Brand Loyalty Loyalty Management Tools Product Market Performance
- 9.8.4 Bond Brand Loyalty Business Overview
- 9.8.5 Bond Brand Loyalty Recent Developments
- 9.9 Brierley+Partners
  - 9.9.1 Brierley+Partners Loyalty Management Tools Basic Information
  - 9.9.2 Brierley+Partners Loyalty Management Tools Product Overview
  - 9.9.3 Brierley+Partners Loyalty Management Tools Product Market Performance
  - 9.9.4 Brierley+Partners Business Overview
  - 9.9.5 Brierley+Partners Recent Developments
- 9.10 ICF International, Inc.
  - 9.10.1 ICF International, Inc. Loyalty Management Tools Basic Information
  - 9.10.2 ICF International, Inc. Loyalty Management Tools Product Overview
  - 9.10.3 ICF International, Inc. Loyalty Management Tools Product Market Performance
  - 9.10.4 ICF International, Inc. Business Overview
  - 9.10.5 ICF International, Inc. Recent Developments
- 9.11 Kobie Marketing, Inc.
  - 9.11.1 Kobie Marketing, Inc. Loyalty Management Tools Basic Information
  - 9.11.2 Kobie Marketing, Inc. Loyalty Management Tools Product Overview
  - 9.11.3 Kobie Marketing, Inc. Loyalty Management Tools Product Market Performance
  - 9.11.4 Kobie Marketing, Inc. Business Overview
  - 9.11.5 Kobie Marketing, Inc. Recent Developments
- 9.12 Tibco Software
  - 9.12.1 Tibco Software Loyalty Management Tools Basic Information
  - 9.12.2 Tibco Software Loyalty Management Tools Product Overview
  - 9.12.3 Tibco Software Loyalty Management Tools Product Market Performance
  - 9.12.4 Tibco Software Business Overview
  - 9.12.5 Tibco Software Recent Developments
- 9.13 Comarch
  - 9.13.1 Comarch Loyalty Management Tools Basic Information
  - 9.13.2 Comarch Loyalty Management Tools Product Overview
  - 9.13.3 Comarch Loyalty Management Tools Product Market Performance
  - 9.13.4 Comarch Business Overview
  - 9.13.5 Comarch Recent Developments
- 9.14 Fivestars
  - 9.14.1 Fivestars Loyalty Management Tools Basic Information
  - 9.14.2 Fivestars Loyalty Management Tools Product Overview
  - 9.14.3 Fivestars Loyalty Management Tools Product Market Performance
  - 9.14.4 Fivestars Business Overview
  - 9.14.5 Fivestars Recent Developments

## 9.15 BREIRLEY+PARTNERS

9.15.1 BREIRLEY+PARTNERS Loyalty Management Tools Basic Information

9.15.2 BREIRLEY+PARTNERS Loyalty Management Tools Product Overview

9.15.3 BREIRLEY+PARTNERS Loyalty Management Tools Product Market Performance

9.15.4 BREIRLEY+PARTNERS Business Overview

9.15.5 BREIRLEY+PARTNERS Recent Developments

## 9.16 Lacek Group

9.16.1 Lacek Group Loyalty Management Tools Basic Information

9.16.2 Lacek Group Loyalty Management Tools Product Overview

9.16.3 Lacek Group Loyalty Management Tools Product Market Performance

9.16.4 Lacek Group Business Overview

9.16.5 Lacek Group Recent Developments

## 10 LOYALTY MANAGEMENT TOOLS REGIONAL MARKET FORECAST

10.1 Global Loyalty Management Tools Market Size Forecast

10.2 Global Loyalty Management Tools Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Loyalty Management Tools Market Size Forecast by Country

10.2.3 Asia Pacific Loyalty Management Tools Market Size Forecast by Region

10.2.4 South America Loyalty Management Tools Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of Loyalty Management Tools by Country

## 11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)

11.1 Global Loyalty Management Tools Market Forecast by Type (2025-2030)

11.2 Global Loyalty Management Tools Market Forecast by Application (2025-2030)

## 12 CONCLUSION AND KEY FINDINGS

## List Of Tables

### LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Loyalty Management Tools Market Size Comparison by Region (M USD)

Table 5. Global Loyalty Management Tools Revenue (M USD) by Company  
(2019-2024)

Table 6. Global Loyalty Management Tools Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Loyalty Management Tools as of 2022)

Table 8. Company Loyalty Management Tools Market Size Sites and Area Served

Table 9. Company Loyalty Management Tools Product Type

Table 10. Global Loyalty Management Tools Company Market Concentration Ratio  
(CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Loyalty Management Tools

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Loyalty Management Tools Market Challenges

Table 18. Global Loyalty Management Tools Market Size by Type (M USD)

Table 19. Global Loyalty Management Tools Market Size (M USD) by Type (2019-2024)

Table 20. Global Loyalty Management Tools Market Size Share by Type (2019-2024)

Table 21. Global Loyalty Management Tools Market Size Growth Rate by Type  
(2019-2024)

Table 22. Global Loyalty Management Tools Market Size by Application

Table 23. Global Loyalty Management Tools Market Size by Application (2019-2024) &  
(M USD)

Table 24. Global Loyalty Management Tools Market Share by Application (2019-2024)

Table 25. Global Loyalty Management Tools Market Size Growth Rate by Application  
(2019-2024)

Table 26. Global Loyalty Management Tools Market Size by Region (2019-2024) & (M  
USD)

Table 27. Global Loyalty Management Tools Market Size Market Share by Region  
(2019-2024)

- Table 28. North America Loyalty Management Tools Market Size by Country (2019-2024) & (M USD)
- Table 29. Europe Loyalty Management Tools Market Size by Country (2019-2024) & (M USD)
- Table 30. Asia Pacific Loyalty Management Tools Market Size by Region (2019-2024) & (M USD)
- Table 31. South America Loyalty Management Tools Market Size by Country (2019-2024) & (M USD)
- Table 32. Middle East and Africa Loyalty Management Tools Market Size by Region (2019-2024) & (M USD)
- Table 33. Alliance Data Systems Corporation Loyalty Management Tools Basic Information
- Table 34. Alliance Data Systems Corporation Loyalty Management Tools Product Overview
- Table 35. Alliance Data Systems Corporation Loyalty Management Tools Revenue (M USD) and Gross Margin (2019-2024)
- Table 36. Alliance Data Systems Corporation Loyalty Management Tools SWOT Analysis
- Table 37. Alliance Data Systems Corporation Business Overview
- Table 38. Alliance Data Systems Corporation Recent Developments
- Table 39. Oracle Corporation Loyalty Management Tools Basic Information
- Table 40. Oracle Corporation Loyalty Management Tools Product Overview
- Table 41. Oracle Corporation Loyalty Management Tools Revenue (M USD) and Gross Margin (2019-2024)
- Table 42. Alliance Data Systems Corporation Loyalty Management Tools SWOT Analysis
- Table 43. Oracle Corporation Business Overview
- Table 44. Oracle Corporation Recent Developments
- Table 45. IBM Corporation Loyalty Management Tools Basic Information
- Table 46. IBM Corporation Loyalty Management Tools Product Overview
- Table 47. IBM Corporation Loyalty Management Tools Revenue (M USD) and Gross Margin (2019-2024)
- Table 48. Alliance Data Systems Corporation Loyalty Management Tools SWOT Analysis
- Table 49. IBM Corporation Business Overview
- Table 50. IBM Corporation Recent Developments
- Table 51. Aimia Inc Loyalty Management Tools Basic Information
- Table 52. Aimia Inc Loyalty Management Tools Product Overview
- Table 53. Aimia Inc Loyalty Management Tools Revenue (M USD) and Gross Margin

(2019-2024)

Table 54. Aimia Inc Business Overview

Table 55. Aimia Inc Recent Developments

Table 56. SAP SE Loyalty Management Tools Basic Information

Table 57. SAP SE Loyalty Management Tools Product Overview

Table 58. SAP SE Loyalty Management Tools Revenue (M USD) and Gross Margin (2019-2024)

Table 59. SAP SE Business Overview

Table 60. SAP SE Recent Developments

Table 61. Maritz Holdings Inc. Loyalty Management Tools Basic Information

Table 62. Maritz Holdings Inc. Loyalty Management Tools Product Overview

Table 63. Maritz Holdings Inc. Loyalty Management Tools Revenue (M USD) and Gross Margin (2019-2024)

Table 64. Maritz Holdings Inc. Business Overview

Table 65. Maritz Holdings Inc. Recent Developments

Table 66. Fidelity Information Services Loyalty Management Tools Basic Information

Table 67. Fidelity Information Services Loyalty Management Tools Product Overview

Table 68. Fidelity Information Services Loyalty Management Tools Revenue (M USD) and Gross Margin (2019-2024)

Table 69. Fidelity Information Services Business Overview

Table 70. Fidelity Information Services Recent Developments

Table 71. Bond Brand Loyalty Loyalty Management Tools Basic Information

Table 72. Bond Brand Loyalty Loyalty Management Tools Product Overview

Table 73. Bond Brand Loyalty Loyalty Management Tools Revenue (M USD) and Gross Margin (2019-2024)

Table 74. Bond Brand Loyalty Business Overview

Table 75. Bond Brand Loyalty Recent Developments

Table 76. Brierley+Partners Loyalty Management Tools Basic Information

Table 77. Brierley+Partners Loyalty Management Tools Product Overview

Table 78. Brierley+Partners Loyalty Management Tools Revenue (M USD) and Gross Margin (2019-2024)

Table 79. Brierley+Partners Business Overview

Table 80. Brierley+Partners Recent Developments

Table 81. ICF International, Inc. Loyalty Management Tools Basic Information

Table 82. ICF International, Inc. Loyalty Management Tools Product Overview

Table 83. ICF International, Inc. Loyalty Management Tools Revenue (M USD) and Gross Margin (2019-2024)

Table 84. ICF International, Inc. Business Overview

Table 85. ICF International, Inc. Recent Developments

- Table 86. Kobie Marketing, Inc. Loyalty Management Tools Basic Information
- Table 87. Kobie Marketing, Inc. Loyalty Management Tools Product Overview
- Table 88. Kobie Marketing, Inc. Loyalty Management Tools Revenue (M USD) and Gross Margin (2019-2024)
- Table 89. Kobie Marketing, Inc. Business Overview
- Table 90. Kobie Marketing, Inc. Recent Developments
- Table 91. Tibco Software Loyalty Management Tools Basic Information
- Table 92. Tibco Software Loyalty Management Tools Product Overview
- Table 93. Tibco Software Loyalty Management Tools Revenue (M USD) and Gross Margin (2019-2024)
- Table 94. Tibco Software Business Overview
- Table 95. Tibco Software Recent Developments
- Table 96. Comarch Loyalty Management Tools Basic Information
- Table 97. Comarch Loyalty Management Tools Product Overview
- Table 98. Comarch Loyalty Management Tools Revenue (M USD) and Gross Margin (2019-2024)
- Table 99. Comarch Business Overview
- Table 100. Comarch Recent Developments
- Table 101. Fivestars Loyalty Management Tools Basic Information
- Table 102. Fivestars Loyalty Management Tools Product Overview
- Table 103. Fivestars Loyalty Management Tools Revenue (M USD) and Gross Margin (2019-2024)
- Table 104. Fivestars Business Overview
- Table 105. Fivestars Recent Developments
- Table 106. BREIRLEY+PARTNERS Loyalty Management Tools Basic Information
- Table 107. BREIRLEY+PARTNERS Loyalty Management Tools Product Overview
- Table 108. BREIRLEY+PARTNERS Loyalty Management Tools Revenue (M USD) and Gross Margin (2019-2024)
- Table 109. BREIRLEY+PARTNERS Business Overview
- Table 110. BREIRLEY+PARTNERS Recent Developments
- Table 111. Lacek Group Loyalty Management Tools Basic Information
- Table 112. Lacek Group Loyalty Management Tools Product Overview
- Table 113. Lacek Group Loyalty Management Tools Revenue (M USD) and Gross Margin (2019-2024)
- Table 114. Lacek Group Business Overview
- Table 115. Lacek Group Recent Developments
- Table 116. Global Loyalty Management Tools Market Size Forecast by Region (2025-2030) & (M USD)
- Table 117. North America Loyalty Management Tools Market Size Forecast by Country



(2025-2030) & (M USD)

Table 118. Europe Loyalty Management Tools Market Size Forecast by Country

(2025-2030) & (M USD)

Table 119. Asia Pacific Loyalty Management Tools Market Size Forecast by Region

(2025-2030) & (M USD)

Table 120. South America Loyalty Management Tools Market Size Forecast by Country

(2025-2030) & (M USD)

Table 121. Middle East and Africa Loyalty Management Tools Market Size Forecast by Country (2025-2030) & (M USD)

Table 122. Global Loyalty Management Tools Market Size Forecast by Type

(2025-2030) & (M USD)

Table 123. Global Loyalty Management Tools Market Size Forecast by Application

(2025-2030) & (M USD)

## List Of Figures

### LIST OF FIGURES

Figure 1. Industrial Chain of Loyalty Management Tools

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Loyalty Management Tools Market Size (M USD), 2019-2030

Figure 5. Global Loyalty Management Tools Market Size (M USD) (2019-2030)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Loyalty Management Tools Market Size by Country (M USD)

Figure 10. Global Loyalty Management Tools Revenue Share by Company in 2023

Figure 11. Loyalty Management Tools Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023

Figure 12. The Global 5 and 10 Largest Players: Market Share by Loyalty Management Tools Revenue in 2023

Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 14. Global Loyalty Management Tools Market Share by Type

Figure 15. Market Size Share of Loyalty Management Tools by Type (2019-2024)

Figure 16. Market Size Market Share of Loyalty Management Tools by Type in 2022

Figure 17. Global Loyalty Management Tools Market Size Growth Rate by Type (2019-2024)

Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 19. Global Loyalty Management Tools Market Share by Application

Figure 20. Global Loyalty Management Tools Market Share by Application (2019-2024)

Figure 21. Global Loyalty Management Tools Market Share by Application in 2022

Figure 22. Global Loyalty Management Tools Market Size Growth Rate by Application (2019-2024)

Figure 23. Global Loyalty Management Tools Market Size Market Share by Region (2019-2024)

Figure 24. North America Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 25. North America Loyalty Management Tools Market Size Market Share by Country in 2023

Figure 26. U.S. Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 27. Canada Loyalty Management Tools Market Size (M USD) and Growth Rate

(2019-2024)

Figure 28. Mexico Loyalty Management Tools Market Size (Units) and Growth Rate (2019-2024)

Figure 29. Europe Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 30. Europe Loyalty Management Tools Market Size Market Share by Country in 2023

Figure 31. Germany Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 32. France Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific Loyalty Management Tools Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Loyalty Management Tools Market Size Market Share by Region in 2023

Figure 38. China Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America Loyalty Management Tools Market Size and Growth Rate (M USD)

Figure 44. South America Loyalty Management Tools Market Size Market Share by Country in 2023

Figure 45. Brazil Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa Loyalty Management Tools Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Loyalty Management Tools Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Loyalty Management Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Loyalty Management Tools Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global Loyalty Management Tools Market Share Forecast by Type (2025-2030)

Figure 57. Global Loyalty Management Tools Market Share Forecast by Application (2025-2030)

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