

# Global Loyalty Management Software Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Loyalty Management Software market size will reach 6,189.26 Million USD in 2025 and is projected to reach 16,817.52 Million USD by 2032, with a CAGR of 15.35% (2025-2032). Notably, the China Loyalty Management Software market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Loyalty management software is a specialized computer program or platform that enables businesses to effectively manage and enhance customer loyalty programs. It provides businesses with the tools and features necessary to design, implement, and track loyalty initiatives to engage and retain customers. This software typically includes features such as customer database management, reward program creation, points tracking, personalized promotions, customer analytics, and reporting. Loyalty management software helps businesses streamline their loyalty programs, allowing them to track customer behavior, preferences, and purchase history to offer targeted rewards and incentives. It also provides insights and analytics to assess the effectiveness of loyalty initiatives and make data-driven decisions to optimize customer retention and satisfaction. Loyalty management software empowers businesses to build stronger customer relationships, drive repeat purchases, and ultimately increase customer loyalty and profitability.

The major global suppliers of Loyalty Management Software include Loyalty Ventures,

Oracle Corporation, IBM Corporation, Kognitiv Corporation?Aimia?, SAP SE, Brierley+Partners, Epsilon, Fidelity Information Services, Kobie Marketing, ICF International, Bond Brand Loyalty, Tibco Software, Comarch, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Loyalty Management Software. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Loyalty Management Software market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Loyalty Management Software market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Loyalty Management Software industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Loyalty Management Software Include:

Loyalty Ventures

Oracle Corporation

IBM Corporation

Kognitiv Corporation?Aimia?

SAP SE

Brierley+Partners

Epsilon

Fidelity Information Services

Kobie Marketing

ICF International

Bond Brand Loyalty

Tibco Software

Comarch

Loyalty Management Software Product Segment Include:

Customer Loyalty

Employee Retention

Channel Loyalty

Loyalty Management Software Product Application Include:

BFSI

Travel & Hospitality

Consumer goods & Retail

Other

## **Chapter Scope**

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Loyalty Management Software Industry PESTEL Analysis

Chapter 3: Global Loyalty Management Software Industry Porter's Five Forces Analysis

Chapter 4: Global Loyalty Management Software Major Regional Market Size and Forecast Analysis

Chapter 5: Global Loyalty Management Software Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Passenger Loyalty Management Software Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Loyalty Management Software Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Loyalty Management Software Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Loyalty Management Software Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Loyalty Management Software Competitive Analysis (Market

Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Loyalty Management Software Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Loyalty Management Software Competitive Analysis of Key Suppliers (Revenue, Market Share, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Revenue and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

## Contents

### **1 LOYALTY MANAGEMENT SOFTWARE MARKET OVERVIEW**

- 1.1 Product Definition and Statistical Scope
- 1.2 Loyalty Management Software Product by Type
  - 1.2.1 Customer Loyalty
  - 1.2.2 Employee Retention
  - 1.2.3 Channel Loyalty
- 1.3 Loyalty Management Software Product by Application
  - 1.3.1 BFSI
  - 1.3.2 Travel & Hospitality
  - 1.3.3 Consumer goods & Retail
  - 1.3.4 Other
- 1.4 Global Loyalty Management Software Market Size Analysis (2020-2032)
- 1.5 Loyalty Management Software Market Development Status and Trends
  - 1.5.1 Loyalty Management Software Industry Development Status Analysis
  - 1.5.2 Loyalty Management Software Industry Development Trends Analysis

### **2 LOYALTY MANAGEMENT SOFTWARE MARKET PESTEL ANALYSIS**

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

### **3 LOYALTY MANAGEMENT SOFTWARE MARKET PORTER'S FIVE FORCES ANALYSIS**

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

### **4 GLOBAL LOYALTY MANAGEMENT SOFTWARE MARKET ANALYSIS BY REGIONS**

- 4.1 Global Loyalty Management Software Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Loyalty Management Software Revenue and Forecast Analysis (2020-2032)
  - 4.2.1 Global Loyalty Management Software Revenue and Market Share by Region (2020-2025)
  - 4.2.2 Global Loyalty Management Software Revenue Forecast by Region (2026-2032)

## **5 GLOBAL LOYALTY MANAGEMENT SOFTWARE MARKET SIZE BY TYPE AND APPLICATION**

- 5.1 Global Loyalty Management Software Market Size by Type (2020-2032)
- 5.2 Global Loyalty Management Software Market Size by Application (2020-2032)

## **6 NORTH AMERICA**

- 6.1 North America Loyalty Management Software Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Suppliers Analysis
- 6.3 North America Loyalty Management Software Market Size by Type
- 6.4 North America Loyalty Management Software Market Size by Application
- 6.5 North America Loyalty Management Software Market Size by Country
  - 6.5.1 US
  - 6.5.2 Canada

## **7 EUROPE**

- 7.1 Europe Loyalty Management Software Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Suppliers Analysis
- 7.3 Europe Loyalty Management Software Market Size by Type
- 7.4 Europe Loyalty Management Software Market Size by Application
- 7.5 Europe Loyalty Management Software Market Size by Country
  - 7.5.1 Germany
  - 7.5.2 France
  - 7.5.3 United Kingdom
  - 7.5.4 Italy
  - 7.5.5 Spain
  - 7.5.6 Benelux

## **8 CHINA**

8.1 China Loyalty Management Software Market Size and Growth Rate Analysis (2020-2032)

8.2 China Key Suppliers Analysis

8.3 China Loyalty Management Software Market Size by Type

8.4 China Loyalty Management Software Market Size by Application

## **9 APAC (EXCL. CHINA)**

9.1 APAC (excl. China) Loyalty Management Software Market Size and Growth Rate Analysis (2020-2032)

9.2 APAC (excl. China) Key Suppliers Analysis

9.3 APAC (excl. China) Loyalty Management Software Market Size by Type

9.4 APAC (excl. China) Loyalty Management Software Market Size by Application

9.5 APAC (excl. China) Loyalty Management Software Market Size by Country

9.5.1 Japan

9.5.2 South Korea

9.5.3 India

9.5.4 Australia

9.5.5 Southeast Asia

## **10 LATIN AMERICA**

10.1 Latin America Loyalty Management Software Market Size and Growth Rate Analysis (2020-2032)

10.2 Latin America Key Suppliers Analysis

10.3 Latin America Loyalty Management Software Market Size by Type

10.4 Latin America Loyalty Management Software Market Size by Application

10.5 Latin America Loyalty Management Software Market Size by Country

10.5.1 Mexico

10.5.2 Brazil

## **11 MIDDLE EAST & AFRICA**

11.1 Middle East & Africa Loyalty Management Software Market Size and Growth Rate Analysis (2020-2032)

11.2 Middle East & Africa Key Suppliers Analysis

11.3 Middle East & Africa Loyalty Management Software Market Size by Type

- 11.4 Middle East & Africa Loyalty Management Software Market Size by Application
- 11.5 Middle East & Africa Loyalty Management Software Market Size by Country
  - 11.5.1 Saudi Arabia
  - 11.5.2 South Africa

## **12 COMPETITION BY SUPPLIERS**

- 12.1 Global Loyalty Management Software Market Revenue by Key Suppliers (2021-2025)
- 12.2 Loyalty Management Software Competitive Landscape Analysis and Market Dynamic
  - 12.2.1 Loyalty Management Software Competitive Landscape Analysis
  - 12.2.2 Global Key Suppliers Headquarter Location and Key Area Sales
  - 12.2.3 Market Dynamic

## **13 KEY COMPANIES ANALYSIS**

- 13.1 Loyalty Ventures
  - 13.1.1 Loyalty Ventures Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
  - 13.1.2 Loyalty Ventures Loyalty Management Software Product Portfolio
  - 13.1.3 Loyalty Ventures Loyalty Management Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.2 Oracle Corporation
  - 13.2.1 Oracle Corporation Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
  - 13.2.2 Oracle Corporation Loyalty Management Software Product Portfolio
  - 13.2.3 Oracle Corporation Loyalty Management Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.3 IBM Corporation
  - 13.3.1 IBM Corporation Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
  - 13.3.2 IBM Corporation Loyalty Management Software Product Portfolio
  - 13.3.3 IBM Corporation Loyalty Management Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.4 Kognitiv Corporation(Aimia)
  - 13.4.1 Kognitiv Corporation(Aimia) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
  - 13.4.2 Kognitiv Corporation(Aimia) Loyalty Management Software Product Portfolio

13.4.3 Kognitiv Corporation(Aimia) Loyalty Management Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

### 13.5 SAP SE

13.5.1 SAP SE Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 SAP SE Loyalty Management Software Product Portfolio

13.5.3 SAP SE Loyalty Management Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

### 13.6 Brierley+Partners

13.6.1 Brierley+Partners Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 Brierley+Partners Loyalty Management Software Product Portfolio

13.6.3 Brierley+Partners Loyalty Management Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

### 13.7 Epsilon

13.7.1 Epsilon Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Epsilon Loyalty Management Software Product Portfolio

13.7.3 Epsilon Loyalty Management Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

### 13.8 Fidelity Information Services

13.8.1 Fidelity Information Services Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 Fidelity Information Services Loyalty Management Software Product Portfolio

13.8.3 Fidelity Information Services Loyalty Management Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

### 13.9 Kobie Marketing

13.9.1 Kobie Marketing Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 Kobie Marketing Loyalty Management Software Product Portfolio

13.9.3 Kobie Marketing Loyalty Management Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

### 13.10 ICF International

13.10.1 ICF International Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 ICF International Loyalty Management Software Product Portfolio

13.10.3 ICF International Loyalty Management Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

### 13.11 Bond Brand Loyalty

13.11.1 Bond Brand Loyalty Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 Bond Brand Loyalty Loyalty Management Software Product Portfolio

13.11.3 Bond Brand Loyalty Loyalty Management Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.12 Tibco Software

13.12.1 Tibco Software Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 Tibco Software Loyalty Management Software Product Portfolio

13.12.3 Tibco Software Loyalty Management Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.13 Comarch

13.13.1 Comarch Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 Comarch Loyalty Management Software Product Portfolio

13.13.3 Comarch Loyalty Management Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

## **14 INDUSTRY CHAIN ANALYSIS**

14.1 Loyalty Management Software Industry Chain Analysis

14.2 Loyalty Management Software Typical Downstream Customers

14.3 Loyalty Management Software Sales Channel Analysis

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 METHODOLOGY AND DATA SOURCE**

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1: Global Loyalty Management Software Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)
- Table 2: Global Loyalty Management Software Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)
- Table 3: Loyalty Management Software Industry Development Status
- Table 4: Loyalty Management Software Industry Development Trends
- Table 5: Global Loyalty Management Software Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032
- Table 6: Global Loyalty Management Software Revenue by Region (2020-2025) & (US\$ Million)
- Table 7: Global Loyalty Management Software Revenue Market Share by Region (2020-2025)
- Table 8: Global Loyalty Management Software Revenue Forecast by Region (2026-2032) & (US\$ Million)
- Table 9: Global Loyalty Management Software Revenue Market Share Forecast by Region (2026-2032)
- Table 10: Global Loyalty Management Software Revenue Analysis by Type (2020-2025) & (US\$ Million)
- Table 11: Global Loyalty Management Software Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)
- Table 12: Global Loyalty Management Software Revenue Analysis by Application (2020-2025) & (US\$ Million)
- Table 13: Global Loyalty Management Software Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)
- Table 14: Key Loyalty Management Software Players in North America
- Table 15: North America Loyalty Management Software Revenue by Type (2020-2025) & (US\$ Million)
- Table 16: North America Loyalty Management Software Revenue by Type (2026-2032) & (US\$ Million)
- Table 17: North America Loyalty Management Software Revenue by Application (2020-2025) & (US\$ Million)
- Table 18: North America Loyalty Management Software Revenue by Application (2026-2032) & (US\$ Million)
- Table 19: North America Loyalty Management Software Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 20: North America Loyalty Management Software Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 21: Key Loyalty Management Software Players in Europe

Table 22: Europe Loyalty Management Software Revenue by Type (2020-2025) & (US\$ Million)

Table 23: Europe Loyalty Management Software Revenue by Type (2026-2032) & (US\$ Million)

Table 24: Europe Loyalty Management Software Revenue by Application (2020-2025) & (US\$ Million)

Table 25: Europe Loyalty Management Software Revenue by Application (2026-2032) & (US\$ Million)

Table 26: Europe Loyalty Management Software Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 27: Europe Loyalty Management Software Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 28: Key Loyalty Management Software Players in China

Table 29: China Loyalty Management Software Revenue by Type (2020-2025) & (US\$ Million)

Table 30: China Loyalty Management Software Revenue by Type (2026-2032) & (US\$ Million)

Table 31: China Loyalty Management Software Revenue by Application (2020-2025) & (US\$ Million)

Table 32: China Loyalty Management Software Revenue by Application (2026-2032) & (US\$ Million)

Table 33: Key Loyalty Management Software Players in APAC (excl. China)

Table 34: APAC (excl. China) Loyalty Management Software Revenue by Type (2020-2025) & (US\$ Million)

Table 35: APAC (excl. China) Loyalty Management Software Revenue by Type (2026-2032) & (US\$ Million)

Table 36: APAC (excl. China) Loyalty Management Software Revenue by Application (2020-2025) & (US\$ Million)

Table 37: APAC (excl. China) Loyalty Management Software Revenue by Application (2026-2032) & (US\$ Million)

Table 38: APAC (excl. China) Loyalty Management Software Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 39: APAC (excl. China) Loyalty Management Software Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 40: Key Loyalty Management Software Players in Latin America

Table 41: Latin America Loyalty Management Software Revenue by Type (2020-2025)

& (US\$ Million)

Table 42: Latin America Loyalty Management Software Revenue by Type (2026-2032)

& (US\$ Million)

Table 43: Latin America Loyalty Management Software Revenue by Application (2020-2025) & (US\$ Million)

Table 44: Latin America Loyalty Management Software Revenue by Application (2026-2032) & (US\$ Million)

Table 45: Latin America Loyalty Management Software Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 46: Latin America Loyalty Management Software Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 47: Key Loyalty Management Software Players in Middle East & Africa

Table 48: Middle East & Africa Loyalty Management Software Revenue by Type (2020-2025) & (US\$ Million)

Table 49: Middle East & Africa Loyalty Management Software Revenue by Type (2026-2032) & (US\$ Million)

Table 50: Middle East & Africa Loyalty Management Software Revenue by Application (2020-2025) & (US\$ Million)

Table 51: Middle East & Africa Loyalty Management Software Revenue by Application (2026-2032) & (US\$ Million)

Table 52: Middle East & Africa Loyalty Management Software Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 53: Middle East & Africa Loyalty Management Software Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 54: Global Loyalty Management Software Market Revenue by Key Suppliers (2021-2025) & (US\$ Million)

Table 55: Global Loyalty Management Software Revenue Market Share by Key Suppliers (2021-2025)

Table 56: Global Key Suppliers Headquarter Location and Key Area Sales

Table 57: Market Mergers & Acquisitions, Expansion

Table 58: Loyalty Ventures Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 59: Loyalty Ventures Loyalty Management Software Product Portfolio

Table 60: Loyalty Ventures Loyalty Management Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 61: Oracle Corporation Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 62: Oracle Corporation Loyalty Management Software Product Portfolio

Table 63: Oracle Corporation Loyalty Management Software Revenue (US\$ Million),

Gross Margin and Market Share (2021-2025)

Table 64: IBM Corporation Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 65: IBM Corporation Loyalty Management Software Product Portfolio

Table 66: IBM Corporation Loyalty Management Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 67: Kognitiv Corporation(Aimia) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 68: Kognitiv Corporation(Aimia) Loyalty Management Software Product Portfolio

Table 69: Kognitiv Corporation(Aimia) Loyalty Management Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 70: SAP SE Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 71: SAP SE Loyalty Management Software Product Portfolio

Table 72: SAP SE Loyalty Management Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 73: Brierley+Partners Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 74: Brierley+Partners Loyalty Management Software Product Portfolio

Table 75: Brierley+Partners Loyalty Management Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 76: Epsilon Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 77: Epsilon Loyalty Management Software Product Portfolio

Table 78: Epsilon Loyalty Management Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 79: Fidelity Information Services Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 80: Fidelity Information Services Loyalty Management Software Product Portfolio

Table 81: Fidelity Information Services Loyalty Management Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 82: Kobie Marketing Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 83: Kobie Marketing Loyalty Management Software Product Portfolio

Table 84: Kobie Marketing Loyalty Management Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 85: ICF International Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 86: ICF International Loyalty Management Software Product Portfolio

Table 87: ICF International Loyalty Management Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 88: Bond Brand Loyalty Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 89: Bond Brand Loyalty Loyalty Management Software Product Portfolio

Table 90: Bond Brand Loyalty Loyalty Management Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 91: Tibco Software Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 92: Tibco Software Loyalty Management Software Product Portfolio

Table 93: Tibco Software Loyalty Management Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 94: Comarch Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 95: Comarch Loyalty Management Software Product Portfolio

Table 96: Comarch Loyalty Management Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 97: Loyalty Management Software Typical Customer List

Table 98: Loyalty Management Software Distributors List

## List Of Figures

### LIST OF FIGURES

Figure 1: Loyalty Management Software Product Pictures

Figure 2: Customer Loyalty Picture Scope

Figure 3: Employee Retention Picture Scope

Figure 4: Channel Loyalty Picture Scope

Figure 5: BFSI Picture Scope

Figure 6: Travel & Hospitality Picture Scope

Figure 7: Consumer goods & Retail Picture Scope

Figure 8: Other Picture Scope

Figure 9: Global Loyalty Management Software Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 10: Global Loyalty Management Software Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 11: Global Loyalty Management Software Market Size by Region (2020-2032) & (US\$ Million)

Figure 12: Global Loyalty Management Software Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 13: North America Loyalty Management Software Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 14: North America Loyalty Management Software Market Share by Players in 2024

Figure 15: North America Loyalty Management Software Revenue Market Share by Type (2020-2032)

Figure 16: North America Loyalty Management Software Revenue Market Share by Application (2020-2032)

Figure 17: US Loyalty Management Software Revenue (2020-2032) & (US\$ Million)

Figure 18: Canada Loyalty Management Software Revenue (2020-2032) & (US\$ Million)

Figure 19: Europe Loyalty Management Software Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 20: Europe Loyalty Management Software Market Share by Players in 2024

Figure 21: Europe Loyalty Management Software Revenue Market Share by Type (2020-2032)

Figure 22: Europe Loyalty Management Software Revenue Market Share by Application (2020-2032)

Figure 23: Germany Loyalty Management Software Revenue (2020-2032) & (US\$

Million)

Figure 24: France Loyalty Management Software Revenue (2020-2032) & (US\$ Million)

Figure 25: United Kingdom Loyalty Management Software Revenue (2020-2032) & (US\$ Million)

Figure 26: Italy Loyalty Management Software Revenue (2020-2032) & (US\$ Million)

Figure 27: Spain Loyalty Management Software Revenue (2020-2032) & (US\$ Million)

Figure 28: Benelux Loyalty Management Software Revenue (2020-2032) & (US\$ Million)

Figure 29: China Loyalty Management Software Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 30: China Loyalty Management Software Market Share by Players in 2024

Figure 31: China Loyalty Management Software Revenue Market Share by Type (2020-2032)

Figure 32: China Loyalty Management Software Revenue Market Share by Application (2020-2032)

Figure 33: APAC (excl. China) Loyalty Management Software Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 34: APAC (excl. China) Loyalty Management Software Market Share by Players in 2024

Figure 35: APAC (excl. China) Loyalty Management Software Revenue Market Share by Type (2020-2032)

Figure 36: APAC (excl. China) Loyalty Management Software Revenue Market Share by Application (2020-2032)

Figure 37: Japan Loyalty Management Software Revenue (2020-2032) & (US\$ Million)

Figure 38: South Korea Loyalty Management Software Revenue (2020-2032) & (US\$ Million)

Figure 39: India Loyalty Management Software Revenue (2020-2032) & (US\$ Million)

Figure 40: Australia Loyalty Management Software Revenue (2020-2032) & (US\$ Million)

Figure 41: Southeast Asia Loyalty Management Software Revenue (2020-2032) & (US\$ Million)

Figure 42: Latin America Loyalty Management Software Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 43: Latin America Loyalty Management Software Market Share by Players in 2024

Figure 44: Latin America Loyalty Management Software Revenue Market Share by Type (2020-2032)

Figure 45: Latin America Loyalty Management Software Revenue Market Share by Application (2020-2032)

Figure 46: Mexico Loyalty Management Software Revenue (2020-2032) & (US\$ Million)

Figure 47: Brazil Loyalty Management Software Revenue (2020-2032) & (US\$ Million)

Figure 48: Middle East & Africa Loyalty Management Software Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 49: Middle East & Africa Loyalty Management Software Market Share by Players in 2024

Figure 50: Middle East & Africa Loyalty Management Software Revenue Market Share by Type (2020-2032)

Figure 51: Middle East & Africa Loyalty Management Software Revenue Market Share by Application (2020-2032)

Figure 52: Saudi Arabia Loyalty Management Software Revenue (2020-2032) & (US\$ Million)

Figure 53: South Africa Loyalty Management Software Revenue (2020-2032) & (US\$ Million)

Figure 54: Global Loyalty Management Software Revenue Market Share by Key Suppliers in 2024

Figure 55: Global Loyalty Management Software Industry Competition Landscape

Figure 56: Loyalty Management Software Industry Chain Analysis

Figure 57: Bottom-Up and Top-Down Research Methods

Figure 58: Key Interview Objectives

Figure 59: Data Cross Validation

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