

Building Value Through Loyalty Strategies in Mobility

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Abstracts

The report observes the changing dynamics of loyalty in mobility, focusing specifically on the automotive, shared mobility and car rental industries. It identifies and examines the key themes shaping modern loyalty and how brands should adjust their strategies to enhance customer retention and lifetime value.

Euromonitor International's Building Value Through Loyalty Strategies in Mobility report is designed specifically for stakeholders in the shared mobility and automotive industries. It seeks to provide an in-depth overview of the size, shape and scope of the shared mobility and automotive industries, examining the historic and future market trends. The report can also provide valuable insights to other industries that bear an indirect influence on the mobility and automotive industries including banks and financial services firms, technology companies, governments, and retailers. Forecasts in the reports are available to 2025.

Product coverage: Car Rental, Car Traffic Volume, Distances Travelled by Mode of Transport, Electric Charging Stations, Fuel Prices, Light Vehicle Sales, Light Vehicle Sales by Level of Autonomy (0-5), Shared Mobility, Vehicle Production, Vehicle Registrations, Vehicles in Use.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Mobility market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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