

Global Loyalty Management Market 2022 - Industry Briefing

<https://marketpublishers.com/r/G451D566CF07EN.html>

Date: October 2022

Pages: 43

Price: US\$ 850.00 (Single User License)

ID: G451D566CF07EN

Abstracts

The global loyalty management market is projected to rise by USD 6.5 billion by 2028, according to a new report by Gen Consulting Company. It is anticipated to expand at a CAGR of 10.4 percent during the forecast period.

This industry report offers market estimates of the global market, followed by a detailed analysis of the solution, deployment, organization size, end user, and region. The global market data on loyalty management can be segmented by solution: B2C, B2B, corporate. Loyalty management market is further segmented by deployment: on-premise, on-demand. Based on organization size, the loyalty management market is segmented into: large enterprises, small and medium enterprises (SMEs). On the basis of end user, the loyalty management market also can be divided into: BFSI, healthcare, hospitality, IT and telecom, manufacturing, retail and consumer goods, others. Loyalty management market by region is categorized into: Asia Pacific, Europe, North America, Rest of the World (RoW).

The global loyalty management market is highly competitive. The prominent players operating in the global loyalty management market include Bond Brand Loyalty Inc., Brierley+Partners Inc., Comarch SA, Epsilon Data Management LLC., Five Stars Loyalty Inc., IBM Corporation, ICF International Inc., Kobie Marketing Inc., Kognitiv Corporation, Oracle Corporation, Salesforce.com Inc., SAP SE, Social Annex Inc., The Lacek Group, TIBCO Software Inc.

The data-centric report focuses on market trends, status and outlook for segments. With comprehensive market assessment across the major geographies, the report is a valuable asset for the existing players, new entrants and the future investors.

Why buy this report?

Get a detailed picture of the Global Loyalty Management Market

Identify segments/areas to invest in over the forecast period in the Global Loyalty Management Market

Understand the competitive environment, the market's leading players

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

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Comarch SA

Epsilon Data Management, LLC.

Five Stars Loyalty, Inc.

IBM Corporation

ICF International Inc.

Kobie Marketing, Inc.

Kognitiv Corporation

Oracle Corporation

Salesforce.com, Inc.

SAP SE

Social Annex, Inc.

The Lacek Group

TIBCO Software Inc

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