

# Global Loyalty Management Market 2024 by Company, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/GA29ED72A0EEN.html>

Date: September 2024

Pages: 118

Price: US\$ 3,480.00 (Single User License)

ID: GA29ED72A0EEN

## Abstracts

This report studies the Loyalty Management market. Loyalty management deals with designing of rewards to consumers for past purchase as well as provides them incentives with an objective to make future purchase. Rewards program aims at providing strong value to the customers followed by improved customer penetration, cross selling and retention. A loyalty management system consists of operational parameters which include funding options, program design and transaction types among others. In addition, it also includes various value parameters such as redemption thresholds, redemption options and earn rates. Many organizations are focusing on spending on loyalty programs owing to their offerings. The offerings include expansion of coverage to daily consumer spending, innovative rewards leading to an increase in scope for consumer response and retention followed by collaboration opportunities for enhanced services. Loyalty management software tools basically aims at building successful loyalty program for business and individual customers. Key enterprises are focusing on implementing these tools with an objective to maintain high customer satisfaction, by providing specialized loyalty programs which includes special auctions, lotteries, coupons or benefits through one platform.

According to our (Global Info Research) latest study, the global Loyalty Management market size was valued at US\$ 4473 million in 2023 and is forecast to a readjusted size of USD 10670 million by 2030 with a CAGR of 13.4% during review period.

America has the largest global sales in Loyalty Management market, while the Europe is the second sales volume market for Loyalty Management.

In the industry, Alliance Data Systems Corporation profits most and recent years, while Oracle Corporation and IBM Corporation ranked 2 and 3. The market share of them is

39%, 11% and 9%.

Nowadays, there are three mainly types of Loyalty Management, including Customer Loyalty, Employee Retention and Channel Loyalty. And Customer Loyalty is the main type for Loyalty Management, and the Customer Loyalty, with 67% of global sales value.

This report is a detailed and comprehensive analysis for global Loyalty Management market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2024, are provided.

Key Features:

Global Loyalty Management market size and forecasts, in consumption value (\$ Million), 2019-2030

Global Loyalty Management market size and forecasts by region and country, in consumption value (\$ Million), 2019-2030

Global Loyalty Management market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2019-2030

Global Loyalty Management market shares of main players, in revenue (\$ Million), 2019-2024

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Loyalty Management

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Loyalty Management market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include 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., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### Market segmentation

Loyalty Management market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

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### Market segment by Type

Customer Loyalty

Employee Retention

Channel Loyalty

### Market segment by Application

BFSI

Travel & Hospitality

Consumer Goods & Retail

Others

Market segment by players, this report covers

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

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Loyalty Management product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Loyalty Management, with revenue, gross margin, and global market share of Loyalty Management from 2019 to 2024.

Chapter 3, the Loyalty Management competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Loyalty Management market forecast, by regions, by Type and by Application, with consumption value, from 2024 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Loyalty Management.

Chapter 13, to describe Loyalty Management research findings and conclusion.

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