

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

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Abstracts

According to our (Global Info Research) latest study, the global Loyalty Management Software market size was valued at USD 3810.2 million in 2023 and is forecast to a readjusted size of USD 10230 million by 2030 with a CAGR of 15.2% during review period.

Loyalty management software helps retailers and companies in retaining customers by providing personalized offers. The software analysis the customer purchasing pattern, behavior, historical data, and more to offer reward points, coupons, discounts, and more, thereby attracting customers to company's products or services. This helps in business expansion, sales, and revenue generation.

Loyalty Ventures and Oracle Corporation are the top 2 companies in global loyalty management software market and account for about 25% of total market share. Geographically speaking, Americas holds about 45% of global market share, followed by APAC with about 25% share. In terms of type, Customer Loyalty segment holds an main share of about 70%. In terms of application, consumer goods & retail segment accounts for about 35% of the global share.

The Global Info Research report includes an overview of the development of the Loyalty Management Software industry chain, the market status of BFSI (Customer Loyalty, Employee Retention), Travel & Hospitality (Customer Loyalty, Employee Retention), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Loyalty Management Software.

Regionally, the report analyzes the Loyalty Management Software markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Loyalty Management Software market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Loyalty Management Software market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Loyalty Management Software industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Customer Loyalty, Employee Retention).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Loyalty Management Software market.

Regional Analysis: The report involves examining the Loyalty Management Software market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Loyalty Management Software market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Loyalty Management Software:

Company Analysis: Report covers individual Loyalty Management Software players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and

strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Loyalty Management Software. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (BFSI, Travel & Hospitality).

Technology Analysis: Report covers specific technologies relevant to Loyalty Management Software. It assesses the current state, advancements, and potential future developments in Loyalty Management Software areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Loyalty Management Software market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Loyalty Management Software 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 in terms of value.

Market segment by Type

Customer Loyalty

Employee Retention

Channel Loyalty

Market segment by Application

BFSI

Travel & Hospitality

Consumer goods & Retail

Other

Market segment by players, this report covers

Loyalty Ventures

Oracle Corporation

IBM Corporation

Kognitiv Corporation (Aimia)

SAP SE

Brierley+Partners

Epsilon

Fidelity Information Services

Kobie Marketing

Bond Brand Loyalty

ICF International

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, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and 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 Software product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Loyalty Management Software 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 application, with consumption value and growth rate by Type, 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 Software market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

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

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

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

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