

Loyalty Management Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

<https://marketpublishers.com/r/LDAC29C2DCBFEN.html>

Date: September 2022

Pages: 145

Price: US\$ 2,499.00 (Single User License)

ID: LDAC29C2DCBFEN

Abstracts

The global loyalty management market size reached US\$ 2.8 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 9.1 Billion by 2027, exhibiting a growth rate (CAGR) of 21.47% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

Loyalty management is an innovative data-driven tool that assists in acquiring, engaging, and retaining customers. It is integrated with the campaign management system that sends automated emails and short message services (SMSs). Besides this, it also aids in improving the customer experience, raising brand awareness, and providing relevant offers, such as revenue, points, miles, discounts, coupons, or cash back. As it is reliable, convenient, easy to use, and allows the operator to collect, manage, and leverage customer data, its demand is escalating around the world.

Loyalty Management Market Trends:

At present, there is a rise in the need for client retention and building sustainable customer relationships among various industries. This represents one of the key factors positively influencing sales of loyalty management systems across the globe. These systems enable customer service managers (CSMs) to gain real-time visibility into customer behavior and initiate campaigns and make strategies to increase the overall revenue. As a result, they are increasingly being employed in business-to-customer (B2C) companies to predict and influence the behavior of potential customers. Moreover, they find extensive applications in the retail, hospitality, manufacturing, transportation, and banking, financial services, and insurance (BFSI) sectors worldwide.

Furthermore, leading players are incorporating blockchain and artificial intelligence (AI) in loyalty management systems to provide deep learning experiences and allow recording and auto-analyzing of accurate information. They are also developing enhanced smartphone-oriented programs, which is creating a favorable market outlook. Other factors, including the innovations in the tool to offer specific deals to loyal customers during festive seasons or special days and flourishing information and technology (IT) and telecom industry, are anticipated to foster the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global loyalty management market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on type, organization size, deployment mode and industry vertical.

Breakup by Type:

- Customer Retention
- Customer Loyalty
- Channel Loyalty

Breakup by Organization Size:

- Large Enterprises
- Small and Medium Enterprises

Breakup by Deployment Mode:

- On-premises
- Cloud-based

Breakup by Industry Vertical:

- BFSI
- Retail
- Travel and Hospitality
- Manufacturing
- IT and Telecom
- Media and Entertainment
- Healthcare

Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Annex Cloud, Bond Brand Loyalty Inc., Comarch SA, Epsilon Data Management LLC, Fidelity Information Services Inc., ICF International Inc., Kobie Marketing Inc., LoyaltyLion, Oracle Corporation, Paystone Inc., SAP SE and TIBCO Software Inc.

Key Questions Answered in This Report:

How has the global loyalty management market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global loyalty management market?

What are the key regional markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the organization size?

What is the breakup of the market based on the deployment mode?

What is the breakup of the market based on the industry vertical?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global loyalty management market and who are the key players?

What is the degree of competition in the industry?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL LOYALTY MANAGEMENT MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 Customer Retention
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Customer Loyalty
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Channel Loyalty

- 6.3.1 Market Trends
- 6.3.2 Market Forecast

7 MARKET BREAKUP BY ORGANIZATION SIZE

- 7.1 Large Enterprises
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Small and Medium Enterprises
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY DEPLOYMENT MODE

- 8.1 On-premises
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Cloud-based
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast

9 MARKET BREAKUP BY INDUSTRY VERTICAL

- 9.1 BFSI
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Retail
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Travel and Hospitality
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
- 9.4 Manufacturing
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast
- 9.5 IT and Telecom
 - 9.5.1 Market Trends
 - 9.5.2 Market Forecast
- 9.6 Media and Entertainment

- 9.6.1 Market Trends
- 9.6.2 Market Forecast
- 9.7 Healthcare
 - 9.7.1 Market Trends
 - 9.7.2 Market Forecast
- 9.8 Others
 - 9.8.1 Market Trends
 - 9.8.2 Market Forecast

10 MARKET BREAKUP BY REGION

- 10.1 North America
 - 10.1.1 United States
 - 10.1.1.1 Market Trends
 - 10.1.1.2 Market Forecast
 - 10.1.2 Canada
 - 10.1.2.1 Market Trends
 - 10.1.2.2 Market Forecast
- 10.2 Asia-Pacific
 - 10.2.1 China
 - 10.2.1.1 Market Trends
 - 10.2.1.2 Market Forecast
 - 10.2.2 Japan
 - 10.2.2.1 Market Trends
 - 10.2.2.2 Market Forecast
 - 10.2.3 India
 - 10.2.3.1 Market Trends
 - 10.2.3.2 Market Forecast
 - 10.2.4 South Korea
 - 10.2.4.1 Market Trends
 - 10.2.4.2 Market Forecast
 - 10.2.5 Australia
 - 10.2.5.1 Market Trends
 - 10.2.5.2 Market Forecast
 - 10.2.6 Indonesia
 - 10.2.6.1 Market Trends
 - 10.2.6.2 Market Forecast
 - 10.2.7 Others
 - 10.2.7.1 Market Trends

- 10.2.7.2 Market Forecast
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.1.1 Market Trends
 - 10.3.1.2 Market Forecast
 - 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
 - 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
 - 10.3.4 Italy
 - 10.3.4.1 Market Trends
 - 10.3.4.2 Market Forecast
 - 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
 - 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
 - 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
 - 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country
 - 10.5.3 Market Forecast

11 SWOT ANALYSIS

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
 - 15.3.1 Annex Cloud
 - 15.3.1.1 Company Overview
 - 15.3.1.2 Product Portfolio
 - 15.3.2 Bond Brand Loyalty Inc.
 - 15.3.2.1 Company Overview
 - 15.3.2.2 Product Portfolio
 - 15.3.3 Comarch SA
 - 15.3.3.1 Company Overview
 - 15.3.3.2 Product Portfolio
 - 15.3.3.3 Financials
 - 15.3.4 Epsilon Data Management LLC
 - 15.3.4.1 Company Overview
 - 15.3.4.2 Product Portfolio
 - 15.3.5 Fidelity Information Services Inc.

- 15.3.5.1 Company Overview
- 15.3.5.2 Product Portfolio
- 15.3.5.3 Financials
- 15.3.5.4 SWOT Analysis
- 15.3.6 ICF International Inc.
 - 15.3.6.1 Company Overview
 - 15.3.6.2 Product Portfolio
 - 15.3.6.3 Financials
 - 15.3.6.4 SWOT Analysis
- 15.3.7 Kobie Marketing Inc.
 - 15.3.7.1 Company Overview
 - 15.3.7.2 Product Portfolio
- 15.3.8 LoyaltyLion
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
- 15.3.9 Oracle Corporation
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
 - 15.3.9.3 Financials
 - 15.3.9.4 SWOT Analysis
- 15.3.10 Paystone Inc.
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
- 15.3.11 SAP SE
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio
 - 15.3.11.3 Financials
 - 15.3.11.4 SWOT Analysis
- 15.3.12 TIBCO Software Inc.
 - 15.3.12.1 Company Overview
 - 15.3.12.2 Product Portfolio
 - 15.3.12.3 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Loyalty Management Market: Key Industry Highlights, 2021 and 2027

Table 2: Global: Loyalty Management Market Forecast: Breakup by Type (in Million US\$), 2022-2027

Table 3: Global: Loyalty Management Market Forecast: Breakup by Organization Size (in Million US\$), 2022-2027

Table 4: Global: Loyalty Management Market Forecast: Breakup by Deployment Mode (in Million US\$), 2022-2027

Table 5: Global: Loyalty Management Market Forecast: Breakup by Industry Vertical (in Million US\$), 2022-2027

Table 6: Global: Loyalty Management Market Forecast: Breakup by Region (in Million US\$), 2022-2027

Table 7: Global: Loyalty Management Market: Competitive Structure

Table 8: Global: Loyalty Management Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Loyalty Management Market: Major Drivers and Challenges

Figure 2: Global: Loyalty Management Market: Sales Value (in Billion US\$), 2016-2021

Figure 3: Global: Loyalty Management Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 4: Global: Loyalty Management Market: Breakup by Type (in %), 2021

Figure 5: Global: Loyalty Management Market: Breakup by Organization Size (in %), 2021

Figure 6: Global: Loyalty Management Market: Breakup by Deployment Mode (in %), 2021

Figure 7: Global: Loyalty Management Market: Breakup by Industry Vertical (in %), 2021

Figure 8: Global: Loyalty Management Market: Breakup by Region (in %), 2021

Figure 9: Global: Loyalty Management (Customer Retention) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 10: Global: Loyalty Management (Customer Retention) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 11: Global: Loyalty Management (Customer Loyalty) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 12: Global: Loyalty Management (Customer Loyalty) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 13: Global: Loyalty Management (Channel Loyalty) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 14: Global: Loyalty Management (Channel Loyalty) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 15: Global: Loyalty Management (Large Enterprises) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 16: Global: Loyalty Management (Large Enterprises) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 17: Global: Loyalty Management (Small and Medium Enterprises) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 18: Global: Loyalty Management (Small and Medium Enterprises) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 19: Global: Loyalty Management (On-premises) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 20: Global: Loyalty Management (On-premises) Market Forecast: Sales Value (in

Million US\$), 2022-2027

Figure 21: Global: Loyalty Management (Cloud-based) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 22: Global: Loyalty Management (Cloud-based) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 23: Global: Loyalty Management (BFSI) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 24: Global: Loyalty Management (BFSI) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 25: Global: Loyalty Management (Retail) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 26: Global: Loyalty Management (Retail) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 27: Global: Loyalty Management (Travel and Hospitality) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 28: Global: Loyalty Management (Travel and Hospitality) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 29: Global: Loyalty Management (Manufacturing) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 30: Global: Loyalty Management (Manufacturing) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 31: Global: Loyalty Management (IT and Telecom) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 32: Global: Loyalty Management (IT and Telecom) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 33: Global: Loyalty Management (Media and Entertainment) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 34: Global: Loyalty Management (Media and Entertainment) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 35: Global: Loyalty Management (Healthcare) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 36: Global: Loyalty Management (Healthcare) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 37: Global: Loyalty Management (Other Industry Verticals) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 38: Global: Loyalty Management (Other Industry Verticals) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 39: North America: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 40: North America: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 41: United States: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 42: United States: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 43: Canada: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 44: Canada: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 45: Asia-Pacific: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 46: Asia-Pacific: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 47: China: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 48: China: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 49: Japan: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 50: Japan: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 51: India: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 52: India: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 53: South Korea: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 54: South Korea: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 55: Australia: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 56: Australia: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 57: Indonesia: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 58: Indonesia: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 59: Others: Loyalty Management Market: Sales Value (in Million US\$), 2016 &

2021

Figure 60: Others: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 61: Europe: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 62: Europe: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 63: Germany: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 64: Germany: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 65: France: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 66: France: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 67: United Kingdom: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 68: United Kingdom: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 69: Italy: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 70: Italy: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 71: Spain: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 72: Spain: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 73: Russia: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 74: Russia: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 75: Others: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 76: Others: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 77: Latin America: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 78: Latin America: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 79: Brazil: Loyalty Management Market: Sales Value (in Million US\$), 2016 &

2021

Figure 80: Brazil: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 81: Mexico: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 82: Mexico: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 83: Others: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 84: Others: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 85: Middle East and Africa: Loyalty Management Market: Sales Value (in Million US\$), 2016 & 2021

Figure 86: Middle East and Africa: Loyalty Management Market: Breakup by Country (in %), 2021

Figure 87: Middle East and Africa: Loyalty Management Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 88: Global: Loyalty Management Industry: SWOT Analysis

Figure 89: Global: Loyalty Management Industry: Value Chain Analysis

Figure 90: Global: Loyalty Management Industry: Porter's Five Forces Analysis

I would like to order

Product name: Loyalty Management Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

Product link: <https://marketpublishers.com/r/LDAC29C2DCBFEN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/LDAC29C2DCBFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

