

# Latin America, Middle East & Africa Loyalty Management Market (2017 - 2023)

<https://marketpublishers.com/r/LD02760554CEN.html>

Date: August 2017

Pages: 85

Price: US\$ 1,500.00 (Single User License)

ID: LD02760554CEN

## Abstracts

The Loyalty Management Market in Latin America, Middle East and Africa is expected to register a CAGR of 22.7% during the forecast period (2017 – 2023). Loyalty Management Market uses very effective and planned activities to select, manage, relate, and control buying behavior among customers. This is a major step taken by organizations to retain customers. The loyal customers then share their experiences with the help of advocacy-driven, cloud-based, and mobile-delivered programs with their contacts, enabling new customer acquisitions.

The growing mobile phone usage, rising number of card holders, and appreciation for online reward management solutions among end users has significantly contributed towards the adoption of Loyalty Management. Changing end-user demographics, growing expenditure on loyalty programs, and rapid growth in the applications of Big data and machine learning have further added to the market growth.

Based on Solution Types, the market is segmented into Customer Loyalty, Employee Retention, and Channel Loyalty. Based on Organizations Size, the market is segmented into Small & Medium Enterprises and Large Enterprises. Based on Verticals, the market is segmented into BFSI, Travel & Hospitality, Media & Entertainment, Healthcare, Retail, Telecom & IT, Manufacturing, and Others. Based on Countries, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The report covers the analysis of key stake holders of the Loyalty Management Market. Key companies profiled in the report include Oracle Corporation, IBM Corporation, SAP SE, Aimia Inc., Comarch, ICF International, Inc., TIBCO (The Information Bus Company) Software Inc., Microstrategy Incorporated, Alliance Data Systems

Corporation (Epsilon), and Fidelity Information Services (FIS).

## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

#### 1.1 Market Definition

#### 1.2 Objectives

#### 1.3 Market Scope

#### 1.4 Segmentation

##### 1.4.1 Latin America, Middle East and Africa Loyalty Management Market, by Solution Types

##### 1.4.2 Latin America, Middle East and Africa Loyalty Management Market, by Organisations Size

##### 1.4.3 Latin America, Middle East and Africa Loyalty Management Market, by Verticals

##### 1.4.4 Latin America, Middle East and Africa Loyalty Management Market, by Countries

#### 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

#### 2.1 Introduction

#### 2.2 Drivers, and Restraints

##### 2.2.1 Market Drivers

##### 2.2.2 Market Restraints

### **CHAPTER 3. LAMEA LOYALTY MANAGEMENT MARKET**

#### 3.1 LAMEA Loyalty Management Market by Solution Type

##### 3.1.1 LAMEA Loyalty Management Customer Loyalty Market by Country

##### 3.1.2 LAMEA Employee Retention Market by Country

##### 3.1.3 LAMEA Channel Loyalty Market by Country

### **CHAPTER 4. LAMEA LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE**

#### 4.1 Introduction

##### 4.1.1 LAMEA Small & Medium Enterprises Loyalty Management Market by Country

##### 4.1.2 LAMEA Large Enterprises Loyalty Management Market by Country

### **CHAPTER 5. LAMEA LOYALTY MANAGEMENT MARKET BY VERTICAL**

## 5.1 Introduction

- 5.1.1 LAMEA Loyalty Management in BFSI Market by Country
- 5.1.2 LAMEA Loyalty Management in Travel & Hospitality Market by Country
- 5.1.3 LAMEA Loyalty Management in Media & Entertainment Market by Country
- 5.1.4 LAMEA Loyalty Management in Healthcare Market by Country
- 5.1.5 LAMEA Loyalty Management in Retail Market by Country
- 5.1.6 LAMEA Loyalty Management in Telecom & IT Market by Country
- 5.1.7 LAMEA Loyalty Management in Manufacturing Market by Country
- 5.1.8 LAMEA Loyalty Management in Others Market by Country

## **CHAPTER 6. LAMEA LOYALTY MANAGEMENT MARKET BY COUNTRY**

### 6.1 Introduction

#### 6.2 Brazil Loyalty Management Market

- 6.2.1 Brazil Loyalty Management Market by Solution Type
- 6.2.2 Brazil Loyalty Management Market by Organization Size
- 6.2.3 Brazil Loyalty Management Market by Vertical

#### 6.3 Argentina Loyalty Management Market

- 6.3.1 Argentina Loyalty Management Market by Solution Type
- 6.3.2 Argentina Loyalty Management Market by Organization Size
- 6.3.3 Argentina Loyalty Management Market by Vertical

#### 6.4 UAE Loyalty Management Market

- 6.4.1 UAE Loyalty Management Market by Solution Type
- 6.4.2 UAE Loyalty Management Market by Organization Size
- 6.4.3 UAE Loyalty Management Market by Vertical

#### 6.5 Saudi Arabia Loyalty Management Market

- 6.5.1 Saudi Arabia Loyalty Management Market by Solution Type
- 6.5.2 Saudi Arabia Loyalty Management Market by Organization Size
- 6.5.3 Saudi Arabia Loyalty Management Market by Vertical

#### 6.6 South Africa Loyalty Management Market

- 6.6.1 South Africa Loyalty Management Market by Solution Type
- 6.6.2 South Africa Loyalty Management Market by Organization Size
- 6.6.3 South Africa Loyalty Management Market by Vertical

#### 6.7 Nigeria Loyalty Management Market

- 6.7.1 Nigeria Loyalty Management Market by Solution Type
- 6.7.2 Nigeria Loyalty Management Market by Organization Size
- 6.7.3 Nigeria Loyalty Management Market by Vertical

#### 6.8 Rest of LAMEA Loyalty Management Market

- 6.8.1 Rest of LAMEA Loyalty Management Market by Solution Type

6.8.2 Rest of LAMEA Loyalty Management Market by Organization Size

6.8.3 Rest of LAMEA Loyalty Management Market by Vertical

## **CHAPTER 7. COMPANY PROFILES**

### 7.1 Oracle Corporation

7.1.1 Company Overview

7.1.2 Financial Analysis

7.1.3 Segmental and Regional Analysis

7.1.4 Research & Development Expense

### 7.2 IBM Corporation

7.2.1 Company Overview

7.2.2 Financial Analysis

7.2.3 Segmental and Regional Analysis

7.2.4 Research & Development Expense

### 7.3 SAP SE

7.3.1 Company Overview

7.3.2 Financial Analysis

7.3.3 Segmental and Regional Analysis

7.3.4 Research & Development Expense

### 7.4 Aimia Inc.

7.4.1 Company Overview

7.4.2 Financial Analysis

7.4.3 Segmental and Regional Analysis

7.4.4 Strategies at a Glance

7.4.4.1 Partnerships, Collaborations and Agreements

### 7.5 Comarch

7.5.1 Company Overview

7.5.2 Financial Analysis

7.5.3 Segmental and Regional Analysis

7.5.4 Research & Development Expense

7.5.5 Strategies at a Glance

7.5.5.1 Expansion

7.5.5.2 Product Launch

7.5.5.3 Partnerships, Collaborations and Agreements

### 7.6 ICF International, Inc.

7.6.1 Company Overview

7.6.2 Financial Analysis

### 7.7 TIBCO (The Information Bus Company) Software Inc.

- 7.7.1 Company Overview
- 7.8 Microstrategy Incorporated
  - 7.8.1 Company Overview
  - 7.8.2 Financial Analysis
  - 7.8.3 Regional Analysis
  - 7.8.4 Research & Development Expense
- 7.9 Alliance Data Systems Corporation (Epsilon)
  - 7.9.1 Company Overview
  - 7.9.2 Financial Analysis
  - 7.9.3 Segmental and Regional Analysis
  - 7.9.4 Strategies at a Glance
    - 7.9.4.1 Partnerships, Collaborations and Agreements
- 7.1 Fidelity Information Services (FIS)
  - 7.10.1 Company Overview
  - 7.10.2 Financial Analysis
  - 7.10.3 Segmental Analysis

## List Of Tables

### LIST OF TABLES

Table 1 LAMEA LOYALTY MANAGEMENT MARKET, 2013 - 2016, USD MILLION

Table 2 LAMEA LOYALTY MANAGEMENT MARKET, 2017 - 2023, USD MILLION

Table 3 LAMEA LOYALTY MANAGEMENT MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 4 LAMEA LOYALTY MANAGEMENT MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 5 LAMEA LOYALTY MANAGEMENT CUSTOMER LOYALTY MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 6 LAMEA LOYALTY MANAGEMENT CUSTOMER LOYALTY MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 7 LAMEA EMPLOYEE RETENTION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 8 LAMEA EMPLOYEE RETENTION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 9 LAMEA CHANNEL LOYALTY MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 10 LAMEA CHANNEL LOYALTY MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 11 LAMEA LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 12 LAMEA LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 13 LAMEA SMALL & MEDIUM ENTERPRISES LOYALTY MANAGEMENT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 14 LAMEA SMALL & MEDIUM ENTERPRISES LOYALTY MANAGEMENT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 15 LAMEA LARGE ENTERPRISES LOYALTY MANAGEMENT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 16 LAMEA LARGE ENTERPRISES LOYALTY MANAGEMENT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 17 LAMEA LOYALTY MANAGEMENT MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 18 LAMEA LOYALTY MANAGEMENT MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 19 LAMEA LOYALTY MANAGEMENT IN BFSI MARKET BY COUNTRY, 2013 -

2016, USD MILLION

Table 20 LAMEA LOYALTY MANAGEMENT IN BFSI MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 21 LAMEA LOYALTY MANAGEMENT IN TRAVEL & HOSPITALITY MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 22 LAMEA LOYALTY MANAGEMENT IN TRAVEL & HOSPITALITY MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 23 LAMEA LOYALTY MANAGEMENT IN MEDIA & ENTERTAINMENT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 24 LAMEA LOYALTY MANAGEMENT IN MEDIA & ENTERTAINMENT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 25 LAMEA LOYALTY MANAGEMENT IN HEALTHCARE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 26 LAMEA LOYALTY MANAGEMENT IN HEALTHCARE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 27 LAMEA LOYALTY MANAGEMENT IN RETAIL MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 28 LAMEA LOYALTY MANAGEMENT IN RETAIL MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 29 LAMEA LOYALTY MANAGEMENT IN TELECOM & IT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 30 LAMEA LOYALTY MANAGEMENT IN TELECOM & IT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 31 LAMEA LOYALTY MANAGEMENT IN MANUFACTURING MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 32 LAMEA LOYALTY MANAGEMENT IN MANUFACTURING MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 33 LAMEA LOYALTY MANAGEMENT IN OTHERS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 34 LAMEA LOYALTY MANAGEMENT IN OTHERS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 35 LAMEA LOYALTY MANAGEMENT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 36 LAMEA LOYALTY MANAGEMENT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 37 BRAZIL LOYALTY MANAGEMENT MARKET, 2013 - 2016, USD MILLION

Table 38 BRAZIL LOYALTY MANAGEMENT MARKET, 2017 - 2023, USD MILLION

Table 39 BRAZIL LOYALTY MANAGEMENT MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION



Table 40 BRAZIL LOYALTY MANAGEMENT MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 41 BRAZIL LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 42 BRAZIL LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 43 BRAZIL LOYALTY MANAGEMENT MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 44 BRAZIL LOYALTY MANAGEMENT MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 45 ARGENTINA LOYALTY MANAGEMENT MARKET, 2013 - 2016, USD MILLION

Table 46 ARGENTINA LOYALTY MANAGEMENT MARKET, 2017 - 2023, USD MILLION

Table 47 ARGENTINA LOYALTY MANAGEMENT MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 48 ARGENTINA LOYALTY MANAGEMENT MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 49 ARGENTINA LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 50 ARGENTINA LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 51 ARGENTINA LOYALTY MANAGEMENT MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 52 ARGENTINA LOYALTY MANAGEMENT MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 53 UAE LOYALTY MANAGEMENT MARKET, 2013 - 2016, USD MILLION

Table 54 UAE LOYALTY MANAGEMENT MARKET, 2017 - 2023, USD MILLION

Table 55 UAE LOYALTY MANAGEMENT MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 56 UAE LOYALTY MANAGEMENT MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 57 UAE LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 58 UAE LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 59 UAE LOYALTY MANAGEMENT MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 60 UAE LOYALTY MANAGEMENT MARKET BY VERTICAL, 2017 - 2023, USD

MILLION

Table 61 SAUDI ARABIA LOYALTY MANAGEMENT MARKET, 2013 - 2016, USD MILLION

Table 62 SAUDI ARABIA LOYALTY MANAGEMENT MARKET, 2017 - 2023, USD MILLION

Table 63 SAUDI ARABIA LOYALTY MANAGEMENT MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 64 SAUDI ARABIA LOYALTY MANAGEMENT MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 65 SAUDI ARABIA LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 66 SAUDI ARABIA LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 67 SAUDI ARABIA LOYALTY MANAGEMENT MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 68 SAUDI ARABIA LOYALTY MANAGEMENT MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 69 SOUTH AFRICA LOYALTY MANAGEMENT MARKET, 2013 - 2016, USD MILLION

Table 70 SOUTH AFRICA LOYALTY MANAGEMENT MARKET, 2017 - 2023, USD MILLION

Table 71 SOUTH AFRICA LOYALTY MANAGEMENT MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 72 SOUTH AFRICA LOYALTY MANAGEMENT MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 73 SOUTH AFRICA LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 74 SOUTH AFRICA LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 75 SOUTH AFRICA LOYALTY MANAGEMENT MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 76 SOUTH AFRICA LOYALTY MANAGEMENT MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 77 NIGERIA LOYALTY MANAGEMENT MARKET, 2013 - 2016, USD MILLION

Table 78 NIGERIA LOYALTY MANAGEMENT MARKET, 2017 - 2023, USD MILLION

Table 79 NIGERIA LOYALTY MANAGEMENT MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 80 NIGERIA LOYALTY MANAGEMENT MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 81 NIGERIA LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 82 NIGERIA LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 83 NIGERIA LOYALTY MANAGEMENT MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 84 NIGERIA LOYALTY MANAGEMENT MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 85 REST OF LAMEA LOYALTY MANAGEMENT MARKET, 2013 - 2016, USD MILLION

Table 86 REST OF LAMEA LOYALTY MANAGEMENT MARKET, 2017 - 2023, USD MILLION

Table 87 REST OF LAMEA LOYALTY MANAGEMENT MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 88 REST OF LAMEA LOYALTY MANAGEMENT MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 89 REST OF LAMEA LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 90 REST OF LAMEA LOYALTY MANAGEMENT MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 91 REST OF LAMEA LOYALTY MANAGEMENT MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 92 REST OF LAMEA LOYALTY MANAGEMENT MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 93 KEY INFORMATION – ORACLE CORPORATION

Table 94 KEY INFORMATION – IBM CORPORATION

Table 95 KEY INFORMATION – SAP SE

Table 96 KEY INFORMATION – AIMIA INC.

Table 97 KEY INFORMATION – COMARCH

Table 98 KEY INFORMATION – ICF INTERNATIONAL, INC.

Table 99 KEY INFORMATION- TIBCO (THE INFORMATION BUS COMPANY) SOFTWAREINC.

Table 100 KEY INFORMATION – MICROSTRATEGY, INC.

Table 101 KEY INFORMATION – ALLIANCE DATA SYSTEMS CORPORATION (EPSILON)

Table 102 KEY INFORMATION – FIDELITY INFORMATION SERVICES (FIS)

## I would like to order

Product name: Latin America, Middle East & Africa Loyalty Management Market (2017 - 2023)

Product link: <https://marketpublishers.com/r/LD02760554CEN.html>

Price: US\$ 1,500.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/LD02760554CEN.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