

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

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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).

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