

# Global Customer Loyalty Program Software Market Growth (Status and Outlook) 2024-2030

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## Abstracts

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According to our LPI (LP Information) latest study, the global Customer Loyalty Program Software market size was valued at US\$ 4730.8 million in 2023. With growing demand in downstream market, the Customer Loyalty Program Software is forecast to a readjusted size of US\$ 7993 million by 2030 with a CAGR of 7.8% during review period.

The research report highlights the growth potential of the global Customer Loyalty Program Software market. Customer Loyalty Program Software are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Customer Loyalty Program Software. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Customer Loyalty Program Software market.

Loyalty programs are structured rewards or marketing programs used by retail businesses to encourage shoppers to continue buying. The best programs are digital and automated solutions with engagement features that are easy to use.

Key Features:

The report on Customer Loyalty Program Software market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size

and growth of the Customer Loyalty Program Software market. It may include historical data, market segmentation by Type (e.g., Cloud Based, On-Premise), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the Customer Loyalty Program Software market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the Customer Loyalty Program Software market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the Customer Loyalty Program Software industry. This include advancements in Customer Loyalty Program Software technology, Customer Loyalty Program Software new entrants, Customer Loyalty Program Software new investment, and other innovations that are shaping the future of Customer Loyalty Program Software.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the Customer Loyalty Program Software market. It includes factors influencing customer ' purchasing decisions, preferences for Customer Loyalty Program Software product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the Customer Loyalty Program Software market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Customer Loyalty Program Software market. The report also evaluates the effectiveness of these policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental impact and sustainability aspects of the Customer Loyalty Program Software market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the Customer Loyalty Program Software industry. This includes projections of market size, growth rates, regional trends, and

predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Customer Loyalty Program Software market.

#### Market Segmentation:

Customer Loyalty Program 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.

#### Segmentation by type

Cloud Based

On-Premise

#### Segmentation by application

Large Enterprises

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Loyalzoo

Social Spiral

CandyBar

Loopy Loyalty

Perkville

LoyaltyLion

SpotOn

FiveStars

Kangaroo Rewards

ShopSocially

Perkville

The Loyalty Box

Badgeville

Bunchball

SAP

Yotpo

## Contents

### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### 2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
  - 2.1.1 Global Customer Loyalty Program Software Market Size 2019-2030
  - 2.1.2 Customer Loyalty Program Software Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Customer Loyalty Program Software Segment by Type
  - 2.2.1 Cloud Based
  - 2.2.2 On-Premise
- 2.3 Customer Loyalty Program Software Market Size by Type
  - 2.3.1 Customer Loyalty Program Software Market Size CAGR by Type (2019 VS 2023 VS 2030)
  - 2.3.2 Global Customer Loyalty Program Software Market Size Market Share by Type (2019-2024)
- 2.4 Customer Loyalty Program Software Segment by Application
  - 2.4.1 Large Enterprises
  - 2.4.2 SMEs
- 2.5 Customer Loyalty Program Software Market Size by Application
  - 2.5.1 Customer Loyalty Program Software Market Size CAGR by Application (2019 VS 2023 VS 2030)
  - 2.5.2 Global Customer Loyalty Program Software Market Size Market Share by Application (2019-2024)

### 3 CUSTOMER LOYALTY PROGRAM SOFTWARE MARKET SIZE BY PLAYER

- 3.1 Customer Loyalty Program Software Market Size Market Share by Players

- 3.1.1 Global Customer Loyalty Program Software Revenue by Players (2019-2024)
- 3.1.2 Global Customer Loyalty Program Software Revenue Market Share by Players (2019-2024)
- 3.2 Global Customer Loyalty Program Software Key Players Head office and Products Offered
- 3.3 Market Concentration Rate Analysis
  - 3.3.1 Competition Landscape Analysis
  - 3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

## **4 CUSTOMER LOYALTY PROGRAM SOFTWARE BY REGIONS**

- 4.1 Customer Loyalty Program Software Market Size by Regions (2019-2024)
- 4.2 Americas Customer Loyalty Program Software Market Size Growth (2019-2024)
- 4.3 APAC Customer Loyalty Program Software Market Size Growth (2019-2024)
- 4.4 Europe Customer Loyalty Program Software Market Size Growth (2019-2024)
- 4.5 Middle East & Africa Customer Loyalty Program Software Market Size Growth (2019-2024)

## **5 AMERICAS**

- 5.1 Americas Customer Loyalty Program Software Market Size by Country (2019-2024)
- 5.2 Americas Customer Loyalty Program Software Market Size by Type (2019-2024)
- 5.3 Americas Customer Loyalty Program Software Market Size by Application (2019-2024)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

## **6 APAC**

- 6.1 APAC Customer Loyalty Program Software Market Size by Region (2019-2024)
- 6.2 APAC Customer Loyalty Program Software Market Size by Type (2019-2024)
- 6.3 APAC Customer Loyalty Program Software Market Size by Application (2019-2024)
- 6.4 China
- 6.5 Japan
- 6.6 Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

## **7 EUROPE**

7.1 Europe Customer Loyalty Program Software by Country (2019-2024)

7.2 Europe Customer Loyalty Program Software Market Size by Type (2019-2024)

7.3 Europe Customer Loyalty Program Software Market Size by Application  
(2019-2024)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

## **8 MIDDLE EAST & AFRICA**

8.1 Middle East & Africa Customer Loyalty Program Software by Region (2019-2024)

8.2 Middle East & Africa Customer Loyalty Program Software Market Size by Type  
(2019-2024)

8.3 Middle East & Africa Customer Loyalty Program Software Market Size by  
Application (2019-2024)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

## **10 GLOBAL CUSTOMER LOYALTY PROGRAM SOFTWARE MARKET FORECAST**

10.1 Global Customer Loyalty Program Software Forecast by Regions (2025-2030)

10.1.1 Global Customer Loyalty Program Software Forecast by Regions (2025-2030)

- 10.1.2 Americas Customer Loyalty Program Software Forecast
- 10.1.3 APAC Customer Loyalty Program Software Forecast
- 10.1.4 Europe Customer Loyalty Program Software Forecast
- 10.1.5 Middle East & Africa Customer Loyalty Program Software Forecast
- 10.2 Americas Customer Loyalty Program Software Forecast by Country (2025-2030)
  - 10.2.1 United States Customer Loyalty Program Software Market Forecast
  - 10.2.2 Canada Customer Loyalty Program Software Market Forecast
  - 10.2.3 Mexico Customer Loyalty Program Software Market Forecast
  - 10.2.4 Brazil Customer Loyalty Program Software Market Forecast
- 10.3 APAC Customer Loyalty Program Software Forecast by Region (2025-2030)
  - 10.3.1 China Customer Loyalty Program Software Market Forecast
  - 10.3.2 Japan Customer Loyalty Program Software Market Forecast
  - 10.3.3 Korea Customer Loyalty Program Software Market Forecast
  - 10.3.4 Southeast Asia Customer Loyalty Program Software Market Forecast
  - 10.3.5 India Customer Loyalty Program Software Market Forecast
  - 10.3.6 Australia Customer Loyalty Program Software Market Forecast
- 10.4 Europe Customer Loyalty Program Software Forecast by Country (2025-2030)
  - 10.4.1 Germany Customer Loyalty Program Software Market Forecast
  - 10.4.2 France Customer Loyalty Program Software Market Forecast
  - 10.4.3 UK Customer Loyalty Program Software Market Forecast
  - 10.4.4 Italy Customer Loyalty Program Software Market Forecast
  - 10.4.5 Russia Customer Loyalty Program Software Market Forecast
- 10.5 Middle East & Africa Customer Loyalty Program Software Forecast by Region (2025-2030)
  - 10.5.1 Egypt Customer Loyalty Program Software Market Forecast
  - 10.5.2 South Africa Customer Loyalty Program Software Market Forecast
  - 10.5.3 Israel Customer Loyalty Program Software Market Forecast
  - 10.5.4 Turkey Customer Loyalty Program Software Market Forecast
  - 10.5.5 GCC Countries Customer Loyalty Program Software Market Forecast
- 10.6 Global Customer Loyalty Program Software Forecast by Type (2025-2030)
- 10.7 Global Customer Loyalty Program Software Forecast by Application (2025-2030)

## **11 KEY PLAYERS ANALYSIS**

- 11.1 Loyalzoo
  - 11.1.1 Loyalzoo Company Information
  - 11.1.2 Loyalzoo Customer Loyalty Program Software Product Offered
  - 11.1.3 Loyalzoo Customer Loyalty Program Software Revenue, Gross Margin and Market Share (2019-2024)

- 11.1.4 Loyalzoo Main Business Overview
- 11.1.5 Loyalzoo Latest Developments
- 11.2 Social Spiral
  - 11.2.1 Social Spiral Company Information
  - 11.2.2 Social Spiral Customer Loyalty Program Software Product Offered
  - 11.2.3 Social Spiral Customer Loyalty Program Software Revenue, Gross Margin and Market Share (2019-2024)
  - 11.2.4 Social Spiral Main Business Overview
  - 11.2.5 Social Spiral Latest Developments
- 11.3 CandyBar
  - 11.3.1 CandyBar Company Information
  - 11.3.2 CandyBar Customer Loyalty Program Software Product Offered
  - 11.3.3 CandyBar Customer Loyalty Program Software Revenue, Gross Margin and Market Share (2019-2024)
  - 11.3.4 CandyBar Main Business Overview
  - 11.3.5 CandyBar Latest Developments
- 11.4 Loopy Loyalty
  - 11.4.1 Loopy Loyalty Company Information
  - 11.4.2 Loopy Loyalty Customer Loyalty Program Software Product Offered
  - 11.4.3 Loopy Loyalty Customer Loyalty Program Software Revenue, Gross Margin and Market Share (2019-2024)
  - 11.4.4 Loopy Loyalty Main Business Overview
  - 11.4.5 Loopy Loyalty Latest Developments
- 11.5 Perkrville
  - 11.5.1 Perkrville Company Information
  - 11.5.2 Perkrville Customer Loyalty Program Software Product Offered
  - 11.5.3 Perkrville Customer Loyalty Program Software Revenue, Gross Margin and Market Share (2019-2024)
  - 11.5.4 Perkrville Main Business Overview
  - 11.5.5 Perkrville Latest Developments
- 11.6 LoyaltyLion
  - 11.6.1 LoyaltyLion Company Information
  - 11.6.2 LoyaltyLion Customer Loyalty Program Software Product Offered
  - 11.6.3 LoyaltyLion Customer Loyalty Program Software Revenue, Gross Margin and Market Share (2019-2024)
  - 11.6.4 LoyaltyLion Main Business Overview
  - 11.6.5 LoyaltyLion Latest Developments
- 11.7 SpotOn
  - 11.7.1 SpotOn Company Information

- 11.7.2 SpotOn Customer Loyalty Program Software Product Offered
- 11.7.3 SpotOn Customer Loyalty Program Software Revenue, Gross Margin and Market Share (2019-2024)
- 11.7.4 SpotOn Main Business Overview
- 11.7.5 SpotOn Latest Developments
- 11.8 FiveStars
  - 11.8.1 FiveStars Company Information
  - 11.8.2 FiveStars Customer Loyalty Program Software Product Offered
  - 11.8.3 FiveStars Customer Loyalty Program Software Revenue, Gross Margin and Market Share (2019-2024)
  - 11.8.4 FiveStars Main Business Overview
  - 11.8.5 FiveStars Latest Developments
- 11.9 Kangaroo Rewards
  - 11.9.1 Kangaroo Rewards Company Information
  - 11.9.2 Kangaroo Rewards Customer Loyalty Program Software Product Offered
  - 11.9.3 Kangaroo Rewards Customer Loyalty Program Software Revenue, Gross Margin and Market Share (2019-2024)
  - 11.9.4 Kangaroo Rewards Main Business Overview
  - 11.9.5 Kangaroo Rewards Latest Developments
- 11.10 ShopSocially
  - 11.10.1 ShopSocially Company Information
  - 11.10.2 ShopSocially Customer Loyalty Program Software Product Offered
  - 11.10.3 ShopSocially Customer Loyalty Program Software Revenue, Gross Margin and Market Share (2019-2024)
  - 11.10.4 ShopSocially Main Business Overview
  - 11.10.5 ShopSocially Latest Developments
- 11.11 Perkvile
  - 11.11.1 Perkvile Company Information
  - 11.11.2 Perkvile Customer Loyalty Program Software Product Offered
  - 11.11.3 Perkvile Customer Loyalty Program Software Revenue, Gross Margin and Market Share (2019-2024)
  - 11.11.4 Perkvile Main Business Overview
  - 11.11.5 Perkvile Latest Developments
- 11.12 The Loyalty Box
  - 11.12.1 The Loyalty Box Company Information
  - 11.12.2 The Loyalty Box Customer Loyalty Program Software Product Offered
  - 11.12.3 The Loyalty Box Customer Loyalty Program Software Revenue, Gross Margin and Market Share (2019-2024)
  - 11.12.4 The Loyalty Box Main Business Overview

#### 11.12.5 The Loyalty Box Latest Developments

#### 11.13 Badgeville

##### 11.13.1 Badgeville Company Information

##### 11.13.2 Badgeville Customer Loyalty Program Software Product Offered

##### 11.13.3 Badgeville Customer Loyalty Program Software Revenue, Gross Margin and Market Share (2019-2024)

##### 11.13.4 Badgeville Main Business Overview

##### 11.13.5 Badgeville Latest Developments

#### 11.14 Bunchball

##### 11.14.1 Bunchball Company Information

##### 11.14.2 Bunchball Customer Loyalty Program Software Product Offered

##### 11.14.3 Bunchball Customer Loyalty Program Software Revenue, Gross Margin and Market Share (2019-2024)

##### 11.14.4 Bunchball Main Business Overview

##### 11.14.5 Bunchball Latest Developments

#### 11.15 SAP

##### 11.15.1 SAP Company Information

##### 11.15.2 SAP Customer Loyalty Program Software Product Offered

##### 11.15.3 SAP Customer Loyalty Program Software Revenue, Gross Margin and Market Share (2019-2024)

##### 11.15.4 SAP Main Business Overview

##### 11.15.5 SAP Latest Developments

#### 11.16 Yotpo

##### 11.16.1 Yotpo Company Information

##### 11.16.2 Yotpo Customer Loyalty Program Software Product Offered

##### 11.16.3 Yotpo Customer Loyalty Program Software Revenue, Gross Margin and Market Share (2019-2024)

##### 11.16.4 Yotpo Main Business Overview

##### 11.16.5 Yotpo Latest Developments

## 12 RESEARCH FINDINGS AND CONCLUSION

## List Of Tables

### LIST OF TABLES

Table 1. Customer Loyalty Program Software Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ Millions)

Table 2. Major Players of Cloud Based

Table 3. Major Players of On-Premise

Table 4. Customer Loyalty Program Software Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)

Table 5. Global Customer Loyalty Program Software Market Size by Type (2019-2024) & (\$ Millions)

Table 6. Global Customer Loyalty Program Software Market Size Market Share by Type (2019-2024)

Table 7. Customer Loyalty Program Software Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)

Table 8. Global Customer Loyalty Program Software Market Size by Application (2019-2024) & (\$ Millions)

Table 9. Global Customer Loyalty Program Software Market Size Market Share by Application (2019-2024)

Table 10. Global Customer Loyalty Program Software Revenue by Players (2019-2024) & (\$ Millions)

Table 11. Global Customer Loyalty Program Software Revenue Market Share by Player (2019-2024)

Table 12. Customer Loyalty Program Software Key Players Head office and Products Offered

Table 13. Customer Loyalty Program Software Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

Table 14. New Products and Potential Entrants

Table 15. Mergers & Acquisitions, Expansion

Table 16. Global Customer Loyalty Program Software Market Size by Regions 2019-2024 & (\$ Millions)

Table 17. Global Customer Loyalty Program Software Market Size Market Share by Regions (2019-2024)

Table 18. Global Customer Loyalty Program Software Revenue by Country/Region (2019-2024) & (\$ millions)

Table 19. Global Customer Loyalty Program Software Revenue Market Share by Country/Region (2019-2024)

Table 20. Americas Customer Loyalty Program Software Market Size by Country

(2019-2024) & (\$ Millions)

Table 21. Americas Customer Loyalty Program Software Market Size Market Share by Country (2019-2024)

Table 22. Americas Customer Loyalty Program Software Market Size by Type (2019-2024) & (\$ Millions)

Table 23. Americas Customer Loyalty Program Software Market Size Market Share by Type (2019-2024)

Table 24. Americas Customer Loyalty Program Software Market Size by Application (2019-2024) & (\$ Millions)

Table 25. Americas Customer Loyalty Program Software Market Size Market Share by Application (2019-2024)

Table 26. APAC Customer Loyalty Program Software Market Size by Region (2019-2024) & (\$ Millions)

Table 27. APAC Customer Loyalty Program Software Market Size Market Share by Region (2019-2024)

Table 28. APAC Customer Loyalty Program Software Market Size by Type (2019-2024) & (\$ Millions)

Table 29. APAC Customer Loyalty Program Software Market Size Market Share by Type (2019-2024)

Table 30. APAC Customer Loyalty Program Software Market Size by Application (2019-2024) & (\$ Millions)

Table 31. APAC Customer Loyalty Program Software Market Size Market Share by Application (2019-2024)

Table 32. Europe Customer Loyalty Program Software Market Size by Country (2019-2024) & (\$ Millions)

Table 33. Europe Customer Loyalty Program Software Market Size Market Share by Country (2019-2024)

Table 34. Europe Customer Loyalty Program Software Market Size by Type (2019-2024) & (\$ Millions)

Table 35. Europe Customer Loyalty Program Software Market Size Market Share by Type (2019-2024)

Table 36. Europe Customer Loyalty Program Software Market Size by Application (2019-2024) & (\$ Millions)

Table 37. Europe Customer Loyalty Program Software Market Size Market Share by Application (2019-2024)

Table 38. Middle East & Africa Customer Loyalty Program Software Market Size by Region (2019-2024) & (\$ Millions)

Table 39. Middle East & Africa Customer Loyalty Program Software Market Size Market Share by Region (2019-2024)

Table 40. Middle East & Africa Customer Loyalty Program Software Market Size by Type (2019-2024) & (\$ Millions)

Table 41. Middle East & Africa Customer Loyalty Program Software Market Size Market Share by Type (2019-2024)

Table 42. Middle East & Africa Customer Loyalty Program Software Market Size by Application (2019-2024) & (\$ Millions)

Table 43. Middle East & Africa Customer Loyalty Program Software Market Size Market Share by Application (2019-2024)

Table 44. Key Market Drivers & Growth Opportunities of Customer Loyalty Program Software

Table 45. Key Market Challenges & Risks of Customer Loyalty Program Software

Table 46. Key Industry Trends of Customer Loyalty Program Software

Table 47. Global Customer Loyalty Program Software Market Size Forecast by Regions (2025-2030) & (\$ Millions)

Table 48. Global Customer Loyalty Program Software Market Size Market Share Forecast by Regions (2025-2030)

Table 49. Global Customer Loyalty Program Software Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 50. Global Customer Loyalty Program Software Market Size Forecast by Application (2025-2030) & (\$ Millions)

Table 51. Loyalzoo Details, Company Type, Customer Loyalty Program Software Area Served and Its Competitors

Table 52. Loyalzoo Customer Loyalty Program Software Product Offered

Table 53. Loyalzoo Customer Loyalty Program Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 54. Loyalzoo Main Business

Table 55. Loyalzoo Latest Developments

Table 56. Social Spiral Details, Company Type, Customer Loyalty Program Software Area Served and Its Competitors

Table 57. Social Spiral Customer Loyalty Program Software Product Offered

Table 58. Social Spiral Main Business

Table 59. Social Spiral Customer Loyalty Program Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 60. Social Spiral Latest Developments

Table 61. CandyBar Details, Company Type, Customer Loyalty Program Software Area Served and Its Competitors

Table 62. CandyBar Customer Loyalty Program Software Product Offered

Table 63. CandyBar Main Business

Table 64. CandyBar Customer Loyalty Program Software Revenue (\$ million), Gross

## Margin and Market Share (2019-2024)

Table 65. CandyBar Latest Developments

Table 66. Loopy Loyalty Details, Company Type, Customer Loyalty Program Software Area Served and Its Competitors

Table 67. Loopy Loyalty Customer Loyalty Program Software Product Offered

Table 68. Loopy Loyalty Main Business

Table 69. Loopy Loyalty Customer Loyalty Program Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 70. Loopy Loyalty Latest Developments

Table 71. Perkville Details, Company Type, Customer Loyalty Program Software Area Served and Its Competitors

Table 72. Perkville Customer Loyalty Program Software Product Offered

Table 73. Perkville Main Business

Table 74. Perkville Customer Loyalty Program Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 75. Perkville Latest Developments

Table 76. LoyaltyLion Details, Company Type, Customer Loyalty Program Software Area Served and Its Competitors

Table 77. LoyaltyLion Customer Loyalty Program Software Product Offered

Table 78. LoyaltyLion Main Business

Table 79. LoyaltyLion Customer Loyalty Program Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 80. LoyaltyLion Latest Developments

Table 81. SpotOn Details, Company Type, Customer Loyalty Program Software Area Served and Its Competitors

Table 82. SpotOn Customer Loyalty Program Software Product Offered

Table 83. SpotOn Main Business

Table 84. SpotOn Customer Loyalty Program Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 85. SpotOn Latest Developments

Table 86. FiveStars Details, Company Type, Customer Loyalty Program Software Area Served and Its Competitors

Table 87. FiveStars Customer Loyalty Program Software Product Offered

Table 88. FiveStars Main Business

Table 89. FiveStars Customer Loyalty Program Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 90. FiveStars Latest Developments

Table 91. Kangaroo Rewards Details, Company Type, Customer Loyalty Program Software Area Served and Its Competitors

|                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------|
| Table 92. Kangaroo Rewards Customer Loyalty Program Software Product Offered                                                 |
| Table 93. Kangaroo Rewards Main Business                                                                                     |
| Table 94. Kangaroo Rewards Customer Loyalty Program Software Revenue (\$ million), Gross Margin and Market Share (2019-2024) |
| Table 95. Kangaroo Rewards Latest Developments                                                                               |
| Table 96. ShopSocially Details, Company Type, Customer Loyalty Program Software Area Served and Its Competitors              |
| Table 97. ShopSocially Customer Loyalty Program Software Product Offered                                                     |
| Table 98. ShopSocially Main Business                                                                                         |
| Table 99. ShopSocially Customer Loyalty Program Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)     |
| Table 100. ShopSocially Latest Developments                                                                                  |
| Table 101. Perkvill Details, Company Type, Customer Loyalty Program Software Area Served and Its Competitors                 |
| Table 102. Perkvill Customer Loyalty Program Software Product Offered                                                        |
| Table 103. Perkvill Customer Loyalty Program Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)        |
| Table 104. Perkvill Main Business                                                                                            |
| Table 105. Perkvill Latest Developments                                                                                      |
| Table 106. The Loyalty Box Details, Company Type, Customer Loyalty Program Software Area Served and Its Competitors          |
| Table 107. The Loyalty Box Customer Loyalty Program Software Product Offered                                                 |
| Table 108. The Loyalty Box Main Business                                                                                     |
| Table 109. The Loyalty Box Customer Loyalty Program Software Revenue (\$ million), Gross Margin and Market Share (2019-2024) |
| Table 110. The Loyalty Box Latest Developments                                                                               |
| Table 111. Badgeville Details, Company Type, Customer Loyalty Program Software Area Served and Its Competitors               |
| Table 112. Badgeville Customer Loyalty Program Software Product Offered                                                      |
| Table 113. Badgeville Main Business                                                                                          |
| Table 114. Badgeville Customer Loyalty Program Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)      |
| Table 115. Badgeville Latest Developments                                                                                    |
| Table 116. Bunchball Details, Company Type, Customer Loyalty Program Software Area Served and Its Competitors                |
| Table 117. Bunchball Customer Loyalty Program Software Product Offered                                                       |
| Table 118. Bunchball Main Business                                                                                           |
| Table 119. Bunchball Customer Loyalty Program Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)       |

Table 120. Bunchball Latest Developments

Table 121. SAP Details, Company Type, Customer Loyalty Program Software Area Served and Its Competitors

Table 122. SAP Customer Loyalty Program Software Product Offered

Table 123. SAP Main Business

Table 124. SAP Customer Loyalty Program Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 125. SAP Latest Developments

Table 126. Yotpo Details, Company Type, Customer Loyalty Program Software Area Served and Its Competitors

Table 127. Yotpo Customer Loyalty Program Software Product Offered

Table 128. Yotpo Main Business

Table 129. Yotpo Customer Loyalty Program Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 130. Yotpo Latest Developments

## List Of Figures

### LIST OF FIGURES

Figure 1. Customer Loyalty Program Software Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Customer Loyalty Program Software Market Size Growth Rate  
2019-2030 (\$ Millions)

Figure 6. Customer Loyalty Program Software Sales by Geographic Region (2019, 2023  
& 2030) & (\$ millions)

Figure 7. Customer Loyalty Program Software Sales Market Share by Country/Region  
(2023)

Figure 8. Customer Loyalty Program Software Sales Market Share by Country/Region  
(2019, 2023 & 2030)

Figure 9. Global Customer Loyalty Program Software Market Size Market Share by  
Type in 2023

Figure 10. Customer Loyalty Program Software in Large Enterprises

Figure 11. Global Customer Loyalty Program Software Market: Large Enterprises  
(2019-2024) & (\$ Millions)

Figure 12. Customer Loyalty Program Software in SMEs

Figure 13. Global Customer Loyalty Program Software Market: SMEs (2019-2024) & (\$  
Millions)

Figure 14. Global Customer Loyalty Program Software Market Size Market Share by  
Application in 2023

Figure 15. Global Customer Loyalty Program Software Revenue Market Share by  
Player in 2023

Figure 16. Global Customer Loyalty Program Software Market Size Market Share by  
Regions (2019-2024)

Figure 17. Americas Customer Loyalty Program Software Market Size 2019-2024 (\$  
Millions)

Figure 18. APAC Customer Loyalty Program Software Market Size 2019-2024 (\$  
Millions)

Figure 19. Europe Customer Loyalty Program Software Market Size 2019-2024 (\$  
Millions)

Figure 20. Middle East & Africa Customer Loyalty Program Software Market Size  
2019-2024 (\$ Millions)

Figure 21. Americas Customer Loyalty Program Software Value Market Share by

Country in 2023

Figure 22. United States Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 23. Canada Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 24. Mexico Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 25. Brazil Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 26. APAC Customer Loyalty Program Software Market Size Market Share by Region in 2023

Figure 27. APAC Customer Loyalty Program Software Market Size Market Share by Type in 2023

Figure 28. APAC Customer Loyalty Program Software Market Size Market Share by Application in 2023

Figure 29. China Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 30. Japan Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 31. Korea Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 32. Southeast Asia Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 33. India Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 34. Australia Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 35. Europe Customer Loyalty Program Software Market Size Market Share by Country in 2023

Figure 36. Europe Customer Loyalty Program Software Market Size Market Share by Type (2019-2024)

Figure 37. Europe Customer Loyalty Program Software Market Size Market Share by Application (2019-2024)

Figure 38. Germany Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 39. France Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 40. UK Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 41. Italy Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 42. Russia Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 43. Middle East & Africa Customer Loyalty Program Software Market Size Market Share by Region (2019-2024)

Figure 44. Middle East & Africa Customer Loyalty Program Software Market Size Market Share by Type (2019-2024)

Figure 45. Middle East & Africa Customer Loyalty Program Software Market Size Market Share by Application (2019-2024)

Figure 46. Egypt Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 47. South Africa Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 48. Israel Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 49. Turkey Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 50. GCC Country Customer Loyalty Program Software Market Size Growth 2019-2024 (\$ Millions)

Figure 51. Americas Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 52. APAC Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 53. Europe Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 54. Middle East & Africa Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 55. United States Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 56. Canada Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 57. Mexico Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 58. Brazil Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 59. China Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 60. Japan Customer Loyalty Program Software Market Size 2025-2030 (\$

Millions)

Figure 61. Korea Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 62. Southeast Asia Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 63. India Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 64. Australia Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 65. Germany Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 66. France Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 67. UK Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 68. Italy Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 69. Russia Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 70. Spain Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 71. Egypt Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 72. South Africa Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 73. Israel Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 74. Turkey Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 75. GCC Countries Customer Loyalty Program Software Market Size 2025-2030 (\$ Millions)

Figure 76. Global Customer Loyalty Program Software Market Size Market Share Forecast by Type (2025-2030)

Figure 77. Global Customer Loyalty Program Software Market Size Market Share Forecast by Application (2025-2030)

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