

Global Loyalty Management Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Loyalty Management market size is predicted to grow from US\$ 4777 million in 2025 to US\$ 10600 million in 2031; it is expected to grow at a CAGR of 14.2% from 2025 to 2031.

This report studies the Loyalty Management market. Loyalty management deals with designing of rewards to consumers for past purchase as well as provides them incentives with an objective to make future purchase. Rewards program aims at providing strong value to the customers followed by improved customer penetration, cross selling and retention. A loyalty management system consists of operational parameters which include funding options, program design and transaction types among others. In addition, it also includes various value parameters such as redemption thresholds, redemption options and earn rates. Many organizations are focusing on spending on loyalty programs owing to their offerings. The offerings include expansion of coverage to daily consumer spending, innovative rewards leading to an increase in scope for consumer response and retention followed by collaboration opportunities for enhanced services. Loyalty management software tools basically aims at building successful loyalty program for business and individual customers. Key enterprises are focusing on implementing these tools with an objective to maintain high customer satisfaction, by providing specialized loyalty programs which includes special auctions, lotteries, coupons or benefits through one platform.

America has the largest global sales in Loyalty Management market, while the Europe is the second sales volume market for Loyalty Management.

In the industry, Alliance Data Systems Corporation profits most and recent years, while Oracle Corporation and IBM Corporation ranked 2 and 3. The market share of them is 39%, 11% and 9%.

Nowadays, there are three mainly types of Loyalty Management, including Customer Loyalty, Employee Retention and Channel Loyalty. And Customer Loyalty is the main type for Loyalty Management, and the Customer Loyalty, with 67% of global sales value.

LPI (LP Information)' newest research report, the "Loyalty Management Industry Forecast" looks at past sales and reviews total world Loyalty Management sales in 2024, providing a comprehensive analysis by region and market sector of projected Loyalty Management sales for 2025 through 2031. With Loyalty Management sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Loyalty Management industry.

This Insight Report provides a comprehensive analysis of the global Loyalty Management landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Loyalty Management portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Loyalty Management market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Loyalty Management and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Loyalty Management.

This report presents a comprehensive overview, market shares, and growth opportunities of Loyalty Management market by product type, application, key players and key regions and countries.

Segmentation by Type:

Customer Loyalty

Employee Retention

Channel Loyalty

Segmentation by Application:

BFSI

Travel & Hospitality

Consumer Goods & Retail

Others

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.

Alliance Data Systems Corporation

Oracle Corporation

IBM Corporation

Aimia Inc

SAP SE

Maritz Holdings Inc.

Fidelity Information Services

Bond Brand Loyalty

Brierley+Partners

ICF International, Inc.

Kobie Marketing, Inc.

Tibco Software

Comarch

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