

Global Loyalty Management Solution Market Growth (Status and Outlook) 2023-2029

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Abstracts

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This report studies the Loyalty Management Solution 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.

LPI (LP Information)' newest research report, the “Loyalty Management Solution Industry Forecast” looks at past sales and reviews total world Loyalty Management Solution sales in 2022, providing a comprehensive analysis by region and market sector of projected Loyalty Management Solution sales for 2023 through 2029. With Loyalty Management Solution sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Loyalty Management Solution industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Loyalty Management Solution 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 Solution.

The global Loyalty Management Solution market size is projected to grow from US\$ 3702.7 million in 2022 to US\$ 9226.4 million in 2029; it is expected to grow at a CAGR of 13.9% from 2023 to 2029.

United States market for Loyalty Management Solution is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Loyalty Management Solution is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Loyalty Management Solution is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Loyalty Management Solution players cover Aimia, Alliance Data Systems Corporation, Bond Brand Loyalty, Brierley+Partners, Comarch, Fidelity Information Services, IBM, ICF International and Kobie Marketing, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

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

Market Segmentation:

Segmentation by type

Customer Loyalty

Employee Retention

Channel Loyalty

Segmentation by application

BFSI

Travel & Hospitality

Consumer goods & Retail

Other

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.

Aimia

Alliance Data Systems Corporation

Bond Brand Loyalty

Brierley+Partners

Comarch

Fidelity Information Services

IBM

ICF International

Kobie Marketing

Maritz

Oracle

SAP

Tibco Software

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 Loyalty Management Solution Market Size 2018-2029

- 2.1.2 Loyalty Management Solution Market Size CAGR by Region 2018 VS 2022 VS 2029

2.2 Loyalty Management Solution Segment by Type

- 2.2.1 Customer Loyalty

- 2.2.2 Employee Retention

- 2.2.3 Channel Loyalty

2.3 Loyalty Management Solution Market Size by Type

- 2.3.1 Loyalty Management Solution Market Size CAGR by Type (2018 VS 2022 VS 2029)

- 2.3.2 Global Loyalty Management Solution Market Size Market Share by Type (2018-2023)

2.4 Loyalty Management Solution Segment by Application

- 2.4.1 BFSI

- 2.4.2 Travel & Hospitality

- 2.4.3 Consumer goods & Retail

- 2.4.4 Other

2.5 Loyalty Management Solution Market Size by Application

- 2.5.1 Loyalty Management Solution Market Size CAGR by Application (2018 VS 2022 VS 2029)

- 2.5.2 Global Loyalty Management Solution Market Size Market Share by Application (2018-2023)

3 LOYALTY MANAGEMENT SOLUTION MARKET SIZE BY PLAYER

3.1 Loyalty Management Solution Market Size Market Share by Players

3.1.1 Global Loyalty Management Solution Revenue by Players (2018-2023)

3.1.2 Global Loyalty Management Solution Revenue Market Share by Players (2018-2023)

3.2 Global Loyalty Management Solution 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) & (2021-2023)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 LOYALTY MANAGEMENT SOLUTION BY REGIONS

4.1 Loyalty Management Solution Market Size by Regions (2018-2023)

4.2 Americas Loyalty Management Solution Market Size Growth (2018-2023)

4.3 APAC Loyalty Management Solution Market Size Growth (2018-2023)

4.4 Europe Loyalty Management Solution Market Size Growth (2018-2023)

4.5 Middle East & Africa Loyalty Management Solution Market Size Growth (2018-2023)

5 AMERICAS

5.1 Americas Loyalty Management Solution Market Size by Country (2018-2023)

5.2 Americas Loyalty Management Solution Market Size by Type (2018-2023)

5.3 Americas Loyalty Management Solution Market Size by Application (2018-2023)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Loyalty Management Solution Market Size by Region (2018-2023)

6.2 APAC Loyalty Management Solution Market Size by Type (2018-2023)

6.3 APAC Loyalty Management Solution Market Size by Application (2018-2023)

6.4 China

6.5 Japan

6.6 Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Loyalty Management Solution by Country (2018-2023)

7.2 Europe Loyalty Management Solution Market Size by Type (2018-2023)

7.3 Europe Loyalty Management Solution Market Size by Application (2018-2023)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Loyalty Management Solution by Region (2018-2023)

8.2 Middle East & Africa Loyalty Management Solution Market Size by Type (2018-2023)

8.3 Middle East & Africa Loyalty Management Solution Market Size by Application (2018-2023)

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 LOYALTY MANAGEMENT SOLUTION MARKET FORECAST

10.1 Global Loyalty Management Solution Forecast by Regions (2024-2029)

10.1.1 Global Loyalty Management Solution Forecast by Regions (2024-2029)

10.1.2 Americas Loyalty Management Solution Forecast

- 10.1.3 APAC Loyalty Management Solution Forecast
- 10.1.4 Europe Loyalty Management Solution Forecast
- 10.1.5 Middle East & Africa Loyalty Management Solution Forecast
- 10.2 Americas Loyalty Management Solution Forecast by Country (2024-2029)
 - 10.2.1 United States Loyalty Management Solution Market Forecast
 - 10.2.2 Canada Loyalty Management Solution Market Forecast
 - 10.2.3 Mexico Loyalty Management Solution Market Forecast
 - 10.2.4 Brazil Loyalty Management Solution Market Forecast
- 10.3 APAC Loyalty Management Solution Forecast by Region (2024-2029)
 - 10.3.1 China Loyalty Management Solution Market Forecast
 - 10.3.2 Japan Loyalty Management Solution Market Forecast
 - 10.3.3 Korea Loyalty Management Solution Market Forecast
 - 10.3.4 Southeast Asia Loyalty Management Solution Market Forecast
 - 10.3.5 India Loyalty Management Solution Market Forecast
 - 10.3.6 Australia Loyalty Management Solution Market Forecast
- 10.4 Europe Loyalty Management Solution Forecast by Country (2024-2029)
 - 10.4.1 Germany Loyalty Management Solution Market Forecast
 - 10.4.2 France Loyalty Management Solution Market Forecast
 - 10.4.3 UK Loyalty Management Solution Market Forecast
 - 10.4.4 Italy Loyalty Management Solution Market Forecast
 - 10.4.5 Russia Loyalty Management Solution Market Forecast
- 10.5 Middle East & Africa Loyalty Management Solution Forecast by Region (2024-2029)
 - 10.5.1 Egypt Loyalty Management Solution Market Forecast
 - 10.5.2 South Africa Loyalty Management Solution Market Forecast
 - 10.5.3 Israel Loyalty Management Solution Market Forecast
 - 10.5.4 Turkey Loyalty Management Solution Market Forecast
 - 10.5.5 GCC Countries Loyalty Management Solution Market Forecast
- 10.6 Global Loyalty Management Solution Forecast by Type (2024-2029)
- 10.7 Global Loyalty Management Solution Forecast by Application (2024-2029)

11 KEY PLAYERS ANALYSIS

- 11.1 Aimia
 - 11.1.1 Aimia Company Information
 - 11.1.2 Aimia Loyalty Management Solution Product Offered
 - 11.1.3 Aimia Loyalty Management Solution Revenue, Gross Margin and Market Share (2018-2023)
 - 11.1.4 Aimia Main Business Overview

- 11.1.5 Aimia Latest Developments
- 11.2 Alliance Data Systems Corporation
 - 11.2.1 Alliance Data Systems Corporation Company Information
 - 11.2.2 Alliance Data Systems Corporation Loyalty Management Solution Product Offered
 - 11.2.3 Alliance Data Systems Corporation Loyalty Management Solution Revenue, Gross Margin and Market Share (2018-2023)
 - 11.2.4 Alliance Data Systems Corporation Main Business Overview
 - 11.2.5 Alliance Data Systems Corporation Latest Developments
- 11.3 Bond Brand Loyalty
 - 11.3.1 Bond Brand Loyalty Company Information
 - 11.3.2 Bond Brand Loyalty Loyalty Management Solution Product Offered
 - 11.3.3 Bond Brand Loyalty Loyalty Management Solution Revenue, Gross Margin and Market Share (2018-2023)
 - 11.3.4 Bond Brand Loyalty Main Business Overview
 - 11.3.5 Bond Brand Loyalty Latest Developments
- 11.4 Brierley+Partners
 - 11.4.1 Brierley+Partners Company Information
 - 11.4.2 Brierley+Partners Loyalty Management Solution Product Offered
 - 11.4.3 Brierley+Partners Loyalty Management Solution Revenue, Gross Margin and Market Share (2018-2023)
 - 11.4.4 Brierley+Partners Main Business Overview
 - 11.4.5 Brierley+Partners Latest Developments
- 11.5 Comarch
 - 11.5.1 Comarch Company Information
 - 11.5.2 Comarch Loyalty Management Solution Product Offered
 - 11.5.3 Comarch Loyalty Management Solution Revenue, Gross Margin and Market Share (2018-2023)
 - 11.5.4 Comarch Main Business Overview
 - 11.5.5 Comarch Latest Developments
- 11.6 Fidelity Information Services
 - 11.6.1 Fidelity Information Services Company Information
 - 11.6.2 Fidelity Information Services Loyalty Management Solution Product Offered
 - 11.6.3 Fidelity Information Services Loyalty Management Solution Revenue, Gross Margin and Market Share (2018-2023)
 - 11.6.4 Fidelity Information Services Main Business Overview
 - 11.6.5 Fidelity Information Services Latest Developments
- 11.7 IBM
 - 11.7.1 IBM Company Information

- 11.7.2 IBM Loyalty Management Solution Product Offered
- 11.7.3 IBM Loyalty Management Solution Revenue, Gross Margin and Market Share (2018-2023)
- 11.7.4 IBM Main Business Overview
- 11.7.5 IBM Latest Developments
- 11.8 ICF International
 - 11.8.1 ICF International Company Information
 - 11.8.2 ICF International Loyalty Management Solution Product Offered
 - 11.8.3 ICF International Loyalty Management Solution Revenue, Gross Margin and Market Share (2018-2023)
 - 11.8.4 ICF International Main Business Overview
 - 11.8.5 ICF International Latest Developments
- 11.9 Kobie Marketing
 - 11.9.1 Kobie Marketing Company Information
 - 11.9.2 Kobie Marketing Loyalty Management Solution Product Offered
 - 11.9.3 Kobie Marketing Loyalty Management Solution Revenue, Gross Margin and Market Share (2018-2023)
 - 11.9.4 Kobie Marketing Main Business Overview
 - 11.9.5 Kobie Marketing Latest Developments
- 11.10 Maritz
 - 11.10.1 Maritz Company Information
 - 11.10.2 Maritz Loyalty Management Solution Product Offered
 - 11.10.3 Maritz Loyalty Management Solution Revenue, Gross Margin and Market Share (2018-2023)
 - 11.10.4 Maritz Main Business Overview
 - 11.10.5 Maritz Latest Developments
- 11.11 Oracle
 - 11.11.1 Oracle Company Information
 - 11.11.2 Oracle Loyalty Management Solution Product Offered
 - 11.11.3 Oracle Loyalty Management Solution Revenue, Gross Margin and Market Share (2018-2023)
 - 11.11.4 Oracle Main Business Overview
 - 11.11.5 Oracle Latest Developments
- 11.12 SAP
 - 11.12.1 SAP Company Information
 - 11.12.2 SAP Loyalty Management Solution Product Offered
 - 11.12.3 SAP Loyalty Management Solution Revenue, Gross Margin and Market Share (2018-2023)
 - 11.12.4 SAP Main Business Overview

11.12.5 SAP Latest Developments

11.13 Tibco Software

11.13.1 Tibco Software Company Information

11.13.2 Tibco Software Loyalty Management Solution Product Offered

11.13.3 Tibco Software Loyalty Management Solution Revenue, Gross Margin and Market Share (2018-2023)

11.13.4 Tibco Software Main Business Overview

11.13.5 Tibco Software Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Loyalty Management Solution Market Size CAGR by Region (2018 VS 2022 VS 2029) & (\$ Millions)

Table 2. Major Players of Customer Loyalty

Table 3. Major Players of Employee Retention

Table 4. Major Players of Channel Loyalty

Table 5. Loyalty Management Solution Market Size CAGR by Type (2018 VS 2022 VS 2029) & (\$ Millions)

Table 6. Global Loyalty Management Solution Market Size by Type (2018-2023) & (\$ Millions)

Table 7. Global Loyalty Management Solution Market Size Market Share by Type (2018-2023)

Table 8. Loyalty Management Solution Market Size CAGR by Application (2018 VS 2022 VS 2029) & (\$ Millions)

Table 9. Global Loyalty Management Solution Market Size by Application (2018-2023) & (\$ Millions)

Table 10. Global Loyalty Management Solution Market Size Market Share by Application (2018-2023)

Table 11. Global Loyalty Management Solution Revenue by Players (2018-2023) & (\$ Millions)

Table 12. Global Loyalty Management Solution Revenue Market Share by Player (2018-2023)

Table 13. Loyalty Management Solution Key Players Head office and Products Offered

Table 14. Loyalty Management Solution Concentration Ratio (CR3, CR5 and CR10) & (2021-2023)

Table 15. New Products and Potential Entrants

Table 16. Mergers & Acquisitions, Expansion

Table 17. Global Loyalty Management Solution Market Size by Regions 2018-2023 & (\$ Millions)

Table 18. Global Loyalty Management Solution Market Size Market Share by Regions (2018-2023)

Table 19. Global Loyalty Management Solution Revenue by Country/Region (2018-2023) & (\$ millions)

Table 20. Global Loyalty Management Solution Revenue Market Share by Country/Region (2018-2023)

Table 21. Americas Loyalty Management Solution Market Size by Country (2018-2023)

& (\$ Millions)

Table 22. Americas Loyalty Management Solution Market Size Market Share by Country (2018-2023)

Table 23. Americas Loyalty Management Solution Market Size by Type (2018-2023) & (\$ Millions)

Table 24. Americas Loyalty Management Solution Market Size Market Share by Type (2018-2023)

Table 25. Americas Loyalty Management Solution Market Size by Application (2018-2023) & (\$ Millions)

Table 26. Americas Loyalty Management Solution Market Size Market Share by Application (2018-2023)

Table 27. APAC Loyalty Management Solution Market Size by Region (2018-2023) & (\$ Millions)

Table 28. APAC Loyalty Management Solution Market Size Market Share by Region (2018-2023)

Table 29. APAC Loyalty Management Solution Market Size by Type (2018-2023) & (\$ Millions)

Table 30. APAC Loyalty Management Solution Market Size Market Share by Type (2018-2023)

Table 31. APAC Loyalty Management Solution Market Size by Application (2018-2023) & (\$ Millions)

Table 32. APAC Loyalty Management Solution Market Size Market Share by Application (2018-2023)

Table 33. Europe Loyalty Management Solution Market Size by Country (2018-2023) & (\$ Millions)

Table 34. Europe Loyalty Management Solution Market Size Market Share by Country (2018-2023)

Table 35. Europe Loyalty Management Solution Market Size by Type (2018-2023) & (\$ Millions)

Table 36. Europe Loyalty Management Solution Market Size Market Share by Type (2018-2023)

Table 37. Europe Loyalty Management Solution Market Size by Application (2018-2023) & (\$ Millions)

Table 38. Europe Loyalty Management Solution Market Size Market Share by Application (2018-2023)

Table 39. Middle East & Africa Loyalty Management Solution Market Size by Region (2018-2023) & (\$ Millions)

Table 40. Middle East & Africa Loyalty Management Solution Market Size Market Share by Region (2018-2023)

Table 41. Middle East & Africa Loyalty Management Solution Market Size by Type (2018-2023) & (\$ Millions)

Table 42. Middle East & Africa Loyalty Management Solution Market Size Market Share by Type (2018-2023)

Table 43. Middle East & Africa Loyalty Management Solution Market Size by Application (2018-2023) & (\$ Millions)

Table 44. Middle East & Africa Loyalty Management Solution Market Size Market Share by Application (2018-2023)

Table 45. Key Market Drivers & Growth Opportunities of Loyalty Management Solution

Table 46. Key Market Challenges & Risks of Loyalty Management Solution

Table 47. Key Industry Trends of Loyalty Management Solution

Table 48. Global Loyalty Management Solution Market Size Forecast by Regions (2024-2029) & (\$ Millions)

Table 49. Global Loyalty Management Solution Market Size Market Share Forecast by Regions (2024-2029)

Table 50. Global Loyalty Management Solution Market Size Forecast by Type (2024-2029) & (\$ Millions)

Table 51. Global Loyalty Management Solution Market Size Forecast by Application (2024-2029) & (\$ Millions)

Table 52. Aimia Details, Company Type, Loyalty Management Solution Area Served and Its Competitors

Table 53. Aimia Loyalty Management Solution Product Offered

Table 54. Aimia Loyalty Management Solution Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 55. Aimia Main Business

Table 56. Aimia Latest Developments

Table 57. Alliance Data Systems Corporation Details, Company Type, Loyalty Management Solution Area Served and Its Competitors

Table 58. Alliance Data Systems Corporation Loyalty Management Solution Product Offered

Table 59. Alliance Data Systems Corporation Main Business

Table 60. Alliance Data Systems Corporation Loyalty Management Solution Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 61. Alliance Data Systems Corporation Latest Developments

Table 62. Bond Brand Loyalty Details, Company Type, Loyalty Management Solution Area Served and Its Competitors

Table 63. Bond Brand Loyalty Loyalty Management Solution Product Offered

Table 64. Bond Brand Loyalty Main Business

Table 65. Bond Brand Loyalty Loyalty Management Solution Revenue (\$ million), Gross

Margin and Market Share (2018-2023)

Table 66. Bond Brand Loyalty Latest Developments

Table 67. Brierley+Partners Details, Company Type, Loyalty Management Solution Area Served and Its Competitors

Table 68. Brierley+Partners Loyalty Management Solution Product Offered

Table 69. Brierley+Partners Main Business

Table 70. Brierley+Partners Loyalty Management Solution Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 71. Brierley+Partners Latest Developments

Table 72. Comarch Details, Company Type, Loyalty Management Solution Area Served and Its Competitors

Table 73. Comarch Loyalty Management Solution Product Offered

Table 74. Comarch Main Business

Table 75. Comarch Loyalty Management Solution Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 76. Comarch Latest Developments

Table 77. Fidelity Information Services Details, Company Type, Loyalty Management Solution Area Served and Its Competitors

Table 78. Fidelity Information Services Loyalty Management Solution Product Offered

Table 79. Fidelity Information Services Main Business

Table 80. Fidelity Information Services Loyalty Management Solution Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 81. Fidelity Information Services Latest Developments

Table 82. IBM Details, Company Type, Loyalty Management Solution Area Served and Its Competitors

Table 83. IBM Loyalty Management Solution Product Offered

Table 84. IBM Main Business

Table 85. IBM Loyalty Management Solution Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 86. IBM Latest Developments

Table 87. ICF International Details, Company Type, Loyalty Management Solution Area Served and Its Competitors

Table 88. ICF International Loyalty Management Solution Product Offered

Table 89. ICF International Main Business

Table 90. ICF International Loyalty Management Solution Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 91. ICF International Latest Developments

Table 92. Kobie Marketing Details, Company Type, Loyalty Management Solution Area Served and Its Competitors

Table 93. Kobie Marketing Loyalty Management Solution Product Offered

Table 94. Kobie Marketing Main Business

Table 95. Kobie Marketing Loyalty Management Solution Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 96. Kobie Marketing Latest Developments

Table 97. Maritz Details, Company Type, Loyalty Management Solution Area Served and Its Competitors

Table 98. Maritz Loyalty Management Solution Product Offered

Table 99. Maritz Main Business

Table 100. Maritz Loyalty Management Solution Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 101. Maritz Latest Developments

Table 102. Oracle Details, Company Type, Loyalty Management Solution Area Served and Its Competitors

Table 103. Oracle Loyalty Management Solution Product Offered

Table 104. Oracle Loyalty Management Solution Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 105. Oracle Main Business

Table 106. Oracle Latest Developments

Table 107. SAP Details, Company Type, Loyalty Management Solution Area Served and Its Competitors

Table 108. SAP Loyalty Management Solution Product Offered

Table 109. SAP Main Business

Table 110. SAP Loyalty Management Solution Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 111. SAP Latest Developments

Table 112. Tibco Software Details, Company Type, Loyalty Management Solution Area Served and Its Competitors

Table 113. Tibco Software Loyalty Management Solution Product Offered

Table 114. Tibco Software Main Business

Table 115. Tibco Software Loyalty Management Solution Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 116. Tibco Software Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Loyalty Management Solution Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Loyalty Management Solution Market Size Growth Rate 2018-2029 (\$ Millions)
- Figure 6. Loyalty Management Solution Sales by Geographic Region (2018, 2022 & 2029) & (\$ millions)
- Figure 7. Loyalty Management Solution Sales Market Share by Country/Region (2022)
- Figure 8. Loyalty Management Solution Sales Market Share by Country/Region (2018, 2022 & 2029)
- Figure 9. Global Loyalty Management Solution Market Size Market Share by Type in 2022
- Figure 10. Loyalty Management Solution in BFSI
- Figure 11. Global Loyalty Management Solution Market: BFSI (2018-2023) & (\$ Millions)
- Figure 12. Loyalty Management Solution in Travel & Hospitality
- Figure 13. Global Loyalty Management Solution Market: Travel & Hospitality (2018-2023) & (\$ Millions)
- Figure 14. Loyalty Management Solution in Consumer goods & Retail
- Figure 15. Global Loyalty Management Solution Market: Consumer goods & Retail (2018-2023) & (\$ Millions)
- Figure 16. Loyalty Management Solution in Other
- Figure 17. Global Loyalty Management Solution Market: Other (2018-2023) & (\$ Millions)
- Figure 18. Global Loyalty Management Solution Market Size Market Share by Application in 2022
- Figure 19. Global Loyalty Management Solution Revenue Market Share by Player in 2022
- Figure 20. Global Loyalty Management Solution Market Size Market Share by Regions (2018-2023)
- Figure 21. Americas Loyalty Management Solution Market Size 2018-2023 (\$ Millions)
- Figure 22. APAC Loyalty Management Solution Market Size 2018-2023 (\$ Millions)
- Figure 23. Europe Loyalty Management Solution Market Size 2018-2023 (\$ Millions)
- Figure 24. Middle East & Africa Loyalty Management Solution Market Size 2018-2023

(\$ Millions)

Figure 25. Americas Loyalty Management Solution Value Market Share by Country in 2022

Figure 26. United States Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 27. Canada Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 28. Mexico Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 29. Brazil Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 30. APAC Loyalty Management Solution Market Size Market Share by Region in 2022

Figure 31. APAC Loyalty Management Solution Market Size Market Share by Type in 2022

Figure 32. APAC Loyalty Management Solution Market Size Market Share by Application in 2022

Figure 33. China Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 34. Japan Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 35. Korea Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 36. Southeast Asia Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 37. India Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 38. Australia Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 39. Europe Loyalty Management Solution Market Size Market Share by Country in 2022

Figure 40. Europe Loyalty Management Solution Market Size Market Share by Type (2018-2023)

Figure 41. Europe Loyalty Management Solution Market Size Market Share by Application (2018-2023)

Figure 42. Germany Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 43. France Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 44. UK Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 45. Italy Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 46. Russia Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 47. Middle East & Africa Loyalty Management Solution Market Size Market Share by Region (2018-2023)

Figure 48. Middle East & Africa Loyalty Management Solution Market Size Market Share by Type (2018-2023)

Figure 49. Middle East & Africa Loyalty Management Solution Market Size Market Share by Application (2018-2023)

Figure 50. Egypt Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 51. South Africa Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 52. Israel Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 53. Turkey Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 54. GCC Country Loyalty Management Solution Market Size Growth 2018-2023 (\$ Millions)

Figure 55. Americas Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 56. APAC Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 57. Europe Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 58. Middle East & Africa Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 59. United States Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 60. Canada Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 61. Mexico Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 62. Brazil Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 63. China Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 64. Japan Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 65. Korea Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 66. Southeast Asia Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 67. India Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 68. Australia Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 69. Germany Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 70. France Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 71. UK Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 72. Italy Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 73. Russia Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 74. Spain Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 75. Egypt Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 76. South Africa Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 77. Israel Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 78. Turkey Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 79. GCC Countries Loyalty Management Solution Market Size 2024-2029 (\$ Millions)

Figure 80. Global Loyalty Management Solution Market Size Market Share Forecast by Type (2024-2029)

Figure 81. Global Loyalty Management Solution Market Size Market Share Forecast by Application (2024-2029)

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