

2020-2025 Global Retail Bank Loyalty Programs Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Loyalty programs are structured marketing strategies designed by merchants to encourage customers to continue to shop at or use the services of businesses associated with each program. These programs exist covering most types of business, each one having varying features and rewards schemes.

This report elaborates the market size, market characteristics, and market growth of the Retail Bank Loyalty Programs industry, and breaks down according to the type, application, and consumption area of Retail Bank Loyalty Programs. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Retail Bank Loyalty Programs in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Retail Bank Loyalty Programs market covered in Chapter 13:

Oracle Corporation

CAIXA Bank

Bpmonline

Comarch

Fidelity National Information Services, Inc.

Loyalty Lab

Exchange Solutions

Customer Portfolios

Hitachi Solutions, Ltd.

Aimia

Maritz Holdings Inc.

IBM

In Chapter 6, on the basis of types, the Retail Bank Loyalty Programs market from 2015 to 2025 is primarily split into:

B2C Solutions

B2B Solutions

In Chapter 7, on the basis of applications, the Retail Bank Loyalty Programs market from 2015 to 2025 covers:

BFSI

Consumer Goods and Retail

Healthcare

IT and Telecom

Travel and Hospitality

Manufacturing

Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States

Europe

China

Japan

India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy

Spain
Others
Asia-Pacific (Covered in Chapter 10)
China
Japan
India
South Korea
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 11)
Saudi Arabia
UAE
South Africa
Others
South America (Covered in Chapter 12)
Brazil
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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