

# Global Loyalty management Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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## Abstracts

Loyalty management revolves around pleasing/rewarding your repeat customers. The keyword here is repeat. Customers who only buy one thing in their life are not your target audience. So customers who buy (semi-)frequently are the ones who you want to focus on with loyalty management. However, it is possible to target new customers in an effort to convert them to repeated customers.

Based on the Loyalty management market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Loyalty management market covered in Chapter 5:

Brierley+Partners  
TIBCO Software  
Aimia Inc.  
ICF International (Olson)  
Epsilon  
IBM  
SAP SE  
Bond Brand Loyalty  
Fidelity Information Services  
Kobie Marketing  
Oracle Corporation  
Comarch  
Maritz Holdings  
MicroStrategy

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

Customer Loyalty  
Employee Retention  
Channel Loyalty

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

BFSI  
Healthcare & Life Sciences  
Retail  
Travel & Hospitality  
Manufacturing  
IT & Telecommunication  
Media & Entertainment  
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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