

Global Retail Bank Loyalty Programs Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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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.

Based on the Retail Bank Loyalty Programs 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 Retail Bank Loyalty Programs market covered in Chapter 5:
Hitachi Solutions, Ltd.

Aimia

Maritz Holdings Inc.

Exchange Solutions

Comarch

IBM

Oracle Corporation

Bpmonline

Loyalty Lab

CAIXA Bank

Customer Portfolios

Fidelity National Information Services, Inc.

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 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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