

# **Loyalty Management Market by Component (Solutions & Services), Organization Size, Deployment Type, Operator (B2B, B2C), Vertical (BFSI, Aviation, Automobile, Media & Entertainment, Retail & Consumer Goods, Hospitality) & Region - Global Forecast to 2028**

<https://marketpublishers.com/r/LD88E535BEAEN.html>

Date: April 2023

Pages: 312

Price: US\$ 7,150.00 (Single User License)

ID: LD88E535BEAEN

## **Abstracts**

The loyalty management market is estimated at USD 10.2 billion in 2023 and is projected to reach USD 22.8 billion by 2028, at a CAGR of 17.5%. Businesses' increasing need for client retention strategies and their greater use of mobile and social technologies, which enable more individualized and engaging loyalty programs, are both driving factors in the market. The growing significance of customer data and analytics also helps companies better understand and interact with their clients.

“By Operator, B2C segment to hold largest market size during forecast period”

The B2C segment includes businesses that sell directly to consumers, which represents a significant portion of the overall market. Consumers are becoming increasingly demanding when it comes to personalized experiences and rewards, which makes effective loyalty management programs essential for businesses in the B2C sector. Additionally, the B2C segment is characterized by a high level of competition, which makes loyalty management programs a key differentiator for businesses looking to stand out from their competitors. The adoption of mobile and digital technologies has made it easier for businesses in the B2C sector to implement and manage loyalty programs, which is expected to drive growth in this segment.

“By Vertical, BFSI segment to hold largest market size during forecast period”

The BFSI is highly competitive, and customer loyalty is critical for businesses in this sector. To maintain and grow their market share, this sector has a large and diverse customer base, which makes it important for businesses to offer personalized experiences and rewards to their customers. The BFSI is characterized by complex regulatory requirements and security concerns, which makes it important for loyalty management solutions to be secure and compliant with industry standards. The adoption of loyalty management solutions can help BFSI businesses to streamline their operations, reduce costs, and improve customer satisfaction. The BFSI has also been quick to adopt new technologies, such as mobile and digital solutions, which can be used to deliver more personalized loyalty programs to customers.

“Asia Pacific to register highest growth rate during forecast period”

Asia Pacific's large and growing population, with increasing purchasing power and the rapid adoption of mobile and digital technologies, makes it an attractive market for businesses looking to implement loyalty management programs. Asia Pacific is home to several emerging economies experiencing rapid growth in sectors such as e-commerce and retail, which can benefit from effective loyalty management programs. Furthermore, there is a growing trend of consumers in Asia Pacific demanding personalized experiences and rewards from businesses, which makes loyalty management programs essential for companies looking to retain customers and stay competitive.

### Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The breakdown of the primaries is as follows:

By Company Type: Tier 1 – 35%, Tier 2 – 40%, and Tier 3 – 25%

By Designation: C-level – 35%, D-level – 25%, and Others – 40%

By Region: North America – 30%, Europe – 35%, Asia Pacific – 25%, Middle East- 5%, and Latin America-5%.

The major players in the loyalty management market are Giift Management (Singapore), Epsilon (US), Oracle (US), Bond Brand Loyalty (Canada), Kobie (Russia), Brierley+Partners (US), Merkle (US), Capillary (Singapore), Comarch (Poland), ICF

Next (US), Maritz Motivation (US), Cheetah Digital (US), ProKarma (US), Jakala (Italy), Annex Cloud (US), Apex Loyalty (US), Sumup (UK), Kangaroo (Canada), LoyaltyLion (England), Smile.io (Canada), Yotpo (US), SailPlay (US), Zinrelo (US), Punchh (US), Ebbo (US), Preferred Patron (US), Loopy Loyalty (China), Paystone (UK), and SessionM (US). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, product launches and enhancements, and acquisitions to expand their footprint in the loyalty management market.

## Research Coverage

The market study covers the loyalty management market size across different segments. It aims at estimating the market size and growth potential across different segments, including offerings (solutions, services), verticals, and regions. The study further includes an in-depth competitive analysis of the leading market players, along with their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

## Key Benefits of Buying the Report

The report will help the market leaders/new entrants with information on the closest approximations of the revenue numbers for the global loyalty management market and its subsegments. This report will help stakeholders understand the competitive landscape and gain insights to better position their businesses and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

The loyalty management report identifies several key drivers, including the growing demand for personalized customer experiences, increased competition among businesses, and the adoption of mobile and digital technologies. The report also identifies several restraints that could hinder the growth of the loyalty management market, such as the lack of a skilled workforce and security and compatibility issues. Despite these challenges, the report highlights the numerous opportunities for growth in the loyalty management market, such as real-time operational decision-making and increasing investments in its programs. The report also highlights some key challenges facing the loyalty management market, including data security, privacy issues, and maintenance and update issues. Overall, the report provides valuable insights into the

loyalty management market and its potential for growth in the future.

**Product Development/Innovation:** Detailed insights on coming technologies, R&D activities, and product & service launches in the loyalty management market

**Market Development:** Comprehensive information about lucrative markets – the report analyses the loyalty management market across varied regions

**Market Diversification:**

Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the loyalty management market

**Competitive Assessment:**

In-depth assessment of market shares, growth strategies, and service offerings of leading players like Giff Management (Singapore), Epsilon (US), Oracle (US), Bond Brand Loyalty (Canada), Kobie (Russia), Brierley+Partners (US), Merkle (US), Capillary (Singapore), Comarch (Poland), ICF Next (US), Maritz Motivation (US), Cheetah Digital (US), ProKarma (US), Jakala (Italy), Annex Cloud (US), Apex Loyalty (US), Sumup (UK), Kangaroo (Canada), LoyaltyLion (England), Smile.io (Canada), Yotpo (US), SailPlay (US), Zinrelo (US), Punchh (US), Ebbo (US), Preferred Patron (US), Loopy Loyalty (China), Paystone (UK), and SessionM (US)

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\*Business Overview, Products/Services/Solutions Offered, MnM View, Key Strengths and Right to Win, Strategic Choices Made, Weaknesses and Competitive Threats, Recent Developments might not be captured in case of unlisted companies.

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