

Customer Loyalty Program Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Loyalty programs are structured rewards or marketing programs used by retail businesses to encourage shoppers to continue buying. The best programs are digital and automated solutions with engagement features that are easy to use.

This report contains market size and forecasts of Customer Loyalty Program Software in Global, including the following market information:

Global Customer Loyalty Program Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Customer Loyalty Program Software market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Cloud Based Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Customer Loyalty Program Software include Loyalzoo, Social Spiral, CandyBar, Loopy Loyalty, Perkvill, LoyaltyLion, SpotOn, FiveStars and Kangaroo Rewards, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Customer Loyalty Program Software companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Customer Loyalty Program Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Customer Loyalty Program Software Market Segment Percentages, by Type, 2021 (%)

Cloud Based

On-Premise

Global Customer Loyalty Program Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Customer Loyalty Program Software Market Segment Percentages, by Application, 2021 (%)

Large Enterprises

SMEs

Global Customer Loyalty Program Software Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Customer Loyalty Program Software Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Customer Loyalty Program Software revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Customer Loyalty Program Software revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Loyalzoo

Social Spiral

CandyBar

Loopy Loyalty

Perkville

LoyaltyLion

SpotOn

FiveStars

Kangaroo Rewards

ShopSocially

Perkville

The Loyalty Box

Badgeville

Bunchball

SAP

Yotpo

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