

Loyalty Management Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Loyalty management software helps retailers and companies in retaining customers by providing personalized offers. The software analysis the customer purchasing pattern, behavior, historical data, and more to offer reward points, coupons, discounts, and more, thereby attracting customers to company's products or services. This helps in business expansion, sales, and revenue generation.

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

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

Global top five companies in 2021 (%)

The global Loyalty Management Software market was valued at 3810.2 million in 2021 and is projected to reach US\$ 10230 million by 2028, at a CAGR of 15.2% during the forecast period 2022-2028.

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

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

The global key manufacturers of Loyalty Management Software include Loyalty Ventures, Oracle Corporation, IBM Corporation, Kognitiv Corporation (Aimia), SAP SE,



Brierley+Partners, Epsilon, Fidelity Information Services and Kobie Marketing, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Loyalty Management 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 Loyalty Management Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Customer Loyalty

Employee Retention

Channel Loyalty

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

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

BFSI

Travel & Hospitality

Consumer goods & Retail

Other

Global Loyalty Management Software Market, By Region and Country, 2017-2022,



2023-2028 (\$ Millions)

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

ILI	y, 2021	(70)
	North A	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 Loyalty Management Software revenues in global market, 2017-2022 (estimated), (\$ millions)
Key companies Loyalty Management Software revenues share in global market, 202 (%)

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



Loyalty Ventures
Oracle Corporation
IBM Corporation
Kognitiv Corporation (Aimia)
SAP SE
Brierley+Partners
Epsilon
Fidelity Information Services
Kobie Marketing
Bond Brand Loyalty
Bond Brand Loyalty ICF International
ICF International
ICF International Tibco Software



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