

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

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Abstracts

This report studies the Loyalty Management Solution market. Loyalty management deals with designing of rewards to consumers for past purchase as well as provides them incentives with an objective to make future purchase. Rewards program aims at providing strong value to the customers followed by improved customer penetration, cross selling and retention. A loyalty management system consists of operational parameters which include funding options, program design and transaction types among others. In addition, it also includes various value parameters such as redemption thresholds, redemption options and earn rates. Many organizations are focusing on spending on loyalty programs owing to their offerings. The offerings include expansion of coverage to daily consumer spending, innovative rewards leading to an increase in scope for consumer response and retention followed by collaboration opportunities for enhanced services. Loyalty management software tools basically aims at building successful loyalty program for business and individual customers. Key enterprises are focusing on implementing these tools with an objective to maintain high customer satisfaction, by providing specialized loyalty programs which includes special auctions, lotteries, coupons or benefits through one platform.

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

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

Global top five companies in 2021 (%)

The global Loyalty Management Solution market was valued at 3894.6 million in 2021

and is projected to reach US\$ 9079 million by 2028, at a CAGR of 12.9% during the forecast period.

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 Solution include Aimia, Alliance Data Systems Corporation, Bond Brand Loyalty, Brierley+Partners, Comarch, Fidelity Information Services, IBM, ICF International 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 Solution 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 Solution Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Customer Loyalty

Employee Retention

Channel Loyalty

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

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

BFSI

Travel & Hospitality

Consumer goods & Retail

Other

Global Loyalty Management Solution Market, By Region and Country, 2017-2022,
2023-2028 (\$ Millions)

Global Loyalty Management Solution 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 Loyalty Management Solution revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Loyalty Management Solution revenues share in global market, 2021 (%)

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

Aimia

Alliance Data Systems Corporation

Bond Brand Loyalty

Brierley+Partners

Comarch

Fidelity Information Services

IBM

ICF International

Kobie Marketing

Maritz

Oracle

SAP

Tibco Software

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