

Retail Loyalty Program Market, Global Outlook and Forecast 2022-2028

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Abstracts

Before the internet, advertisements were aimed at the masses. This made ads less effective, inauthentic, and even irritating. Fortunately, modern marketing allows many different methods of promotion that will reach the customer with one-on-one communication and will help to improve customer lifetime value. A retail loyalty program is one of the best tools for moving the marketing strategy to the next level. It's an ideal tool for collecting user data, (including the most valuable zero-party data) and understanding a client's purchasing patterns. In exchange, customers get more personalized offers and additional benefits from joining a customer loyalty program. This significantly increases the customer experience and reduces customer churn.

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

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

Global top five companies in 2021 (%)

The global Retail Loyalty Program market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % 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.

Points-based Loyalty Programs Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Retail Loyalty Program include FIS Corporate, Maritz, IBM, TIBCO Software, Hitachi-solutions, Oracle Corporation, Aimia, Comarch and Exchange Solutions, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

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

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

Points-based Loyalty Programs

Tier-based Loyalty Programs

Subscription-based Loyalty Programs

Others

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

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

Small and Medium Enterprise

Large Enterprise

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

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

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

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

FIS Corporate

Maritz

IBM

TIBCO Software

Hitachi-solutions

Oracle Corporation

Aimia

Comarch

Exchange Solutions

Creatio

Customer Portfolios

Antavo

SAP

Epsilon Data Management LLC

Kobie Marketing Inc.

BREIRLEY+PARTNERS

Fivestars

ICF Next

Lacek Group

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Retail Loyalty Program Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global Retail Loyalty Program Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
 - 1.5.1 Research Methodology
 - 1.5.2 Research Process
 - 1.5.3 Base Year
 - 1.5.4 Report Assumptions & Caveats

2 GLOBAL RETAIL LOYALTY PROGRAM OVERALL MARKET SIZE

- 2.1 Global Retail Loyalty Program Market Size: 2021 VS 2028
- 2.2 Global Retail Loyalty Program Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
 - 2.3.1 Market Opportunities & Trends
 - 2.3.2 Market Drivers
 - 2.3.3 Market Restraints

3 COMPANY LANDSCAPE

- 3.1 Top Retail Loyalty Program Players in Global Market
- 3.2 Top Global Retail Loyalty Program Companies Ranked by Revenue
- 3.3 Global Retail Loyalty Program Revenue by Companies
- 3.4 Top 3 and Top 5 Retail Loyalty Program Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Retail Loyalty Program Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Retail Loyalty Program Players in Global Market
 - 3.6.1 List of Global Tier 1 Retail Loyalty Program Companies
 - 3.6.2 List of Global Tier 2 and Tier 3 Retail Loyalty Program Companies

4 MARKET SIGHTS BY PRODUCT

4.1 Overview

- 4.1.1 by Type - Global Retail Loyalty Program Market Size Markets, 2021 & 2028
- 4.1.2 Points-based Loyalty Programs
- 4.1.3 Tier-based Loyalty Programs
- 4.1.4 Subscription-based Loyalty Programs
- 4.1.5 Others

4.2 By Type - Global Retail Loyalty Program Revenue & Forecasts

- 4.2.1 By Type - Global Retail Loyalty Program Revenue, 2017-2022
- 4.2.2 By Type - Global Retail Loyalty Program Revenue, 2023-2028
- 4.2.3 By Type - Global Retail Loyalty Program Revenue Market Share, 2017-2028

5 SIGHTS BY APPLICATION

5.1 Overview

- 5.1.1 By Application - Global Retail Loyalty Program Market Size, 2021 & 2028
- 5.1.2 Small and Medium Enterprise
- 5.1.3 Large Enterprise

5.2 By Application - Global Retail Loyalty Program Revenue & Forecasts

- 5.2.1 By Application - Global Retail Loyalty Program Revenue, 2017-2022
- 5.2.2 By Application - Global Retail Loyalty Program Revenue, 2023-2028
- 5.2.3 By Application - Global Retail Loyalty Program Revenue Market Share, 2017-2028

6 SIGHTS BY REGION

6.1 By Region - Global Retail Loyalty Program Market Size, 2021 & 2028

6.2 By Region - Global Retail Loyalty Program Revenue & Forecasts

- 6.2.1 By Region - Global Retail Loyalty Program Revenue, 2017-2022
- 6.2.2 By Region - Global Retail Loyalty Program Revenue, 2023-2028
- 6.2.3 By Region - Global Retail Loyalty Program Revenue Market Share, 2017-2028

6.3 North America

- 6.3.1 By Country - North America Retail Loyalty Program Revenue, 2017-2028
- 6.3.2 US Retail Loyalty Program Market Size, 2017-2028
- 6.3.3 Canada Retail Loyalty Program Market Size, 2017-2028
- 6.3.4 Mexico Retail Loyalty Program Market Size, 2017-2028

6.4 Europe

- 6.4.1 By Country - Europe Retail Loyalty Program Revenue, 2017-2028
- 6.4.2 Germany Retail Loyalty Program Market Size, 2017-2028
- 6.4.3 France Retail Loyalty Program Market Size, 2017-2028

6.4.4 U.K. Retail Loyalty Program Market Size, 2017-2028

6.4.5 Italy Retail Loyalty Program Market Size, 2017-2028

6.4.6 Russia Retail Loyalty Program Market Size, 2017-2028

6.4.7 Nordic Countries Retail Loyalty Program Market Size, 2017-2028

6.4.8 Benelux Retail Loyalty Program Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia Retail Loyalty Program Revenue, 2017-2028

6.5.2 China Retail Loyalty Program Market Size, 2017-2028

6.5.3 Japan Retail Loyalty Program Market Size, 2017-2028

6.5.4 South Korea Retail Loyalty Program Market Size, 2017-2028

6.5.5 Southeast Asia Retail Loyalty Program Market Size, 2017-2028

6.5.6 India Retail Loyalty Program Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America Retail Loyalty Program Revenue, 2017-2028

6.6.2 Brazil Retail Loyalty Program Market Size, 2017-2028

6.6.3 Argentina Retail Loyalty Program Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Retail Loyalty Program Revenue, 2017-2028

6.7.2 Turkey Retail Loyalty Program Market Size, 2017-2028

6.7.3 Israel Retail Loyalty Program Market Size, 2017-2028

6.7.4 Saudi Arabia Retail Loyalty Program Market Size, 2017-2028

6.7.5 UAE Retail Loyalty Program Market Size, 2017-2028

7 PLAYERS PROFILES

7.1 FIS Corporate

7.1.1 FIS Corporate Corporate Summary

7.1.2 FIS Corporate Business Overview

7.1.3 FIS Corporate Retail Loyalty Program Major Product Offerings

7.1.4 FIS Corporate Retail Loyalty Program Revenue in Global Market (2017-2022)

7.1.5 FIS Corporate Key News

7.2 Maritz

7.2.1 Maritz Corporate Summary

7.2.2 Maritz Business Overview

7.2.3 Maritz Retail Loyalty Program Major Product Offerings

7.2.4 Maritz Retail Loyalty Program Revenue in Global Market (2017-2022)

7.2.5 Maritz Key News

7.3 IBM

7.3.1 IBM Corporate Summary

- 7.3.2 IBM Business Overview
- 7.3.3 IBM Retail Loyalty Program Major Product Offerings
- 7.3.4 IBM Retail Loyalty Program Revenue in Global Market (2017-2022)
- 7.3.5 IBM Key News
- 7.4 TIBCO Software
 - 7.4.1 TIBCO Software Corporate Summary
 - 7.4.2 TIBCO Software Business Overview
 - 7.4.3 TIBCO Software Retail Loyalty Program Major Product Offerings
 - 7.4.4 TIBCO Software Retail Loyalty Program Revenue in Global Market (2017-2022)
 - 7.4.5 TIBCO Software Key News
- 7.5 Hitachi-solutions
 - 7.5.1 Hitachi-solutions Corporate Summary
 - 7.5.2 Hitachi-solutions Business Overview
 - 7.5.3 Hitachi-solutions Retail Loyalty Program Major Product Offerings
 - 7.5.4 Hitachi-solutions Retail Loyalty Program Revenue in Global Market (2017-2022)
 - 7.5.5 Hitachi-solutions Key News
- 7.6 Oracle Corporation
 - 7.6.1 Oracle Corporation Corporate Summary
 - 7.6.2 Oracle Corporation Business Overview
 - 7.6.3 Oracle Corporation Retail Loyalty Program Major Product Offerings
 - 7.6.4 Oracle Corporation Retail Loyalty Program Revenue in Global Market (2017-2022)
 - 7.6.5 Oracle Corporation Key News
- 7.7 Aimia
 - 7.7.1 Aimia Corporate Summary
 - 7.7.2 Aimia Business Overview
 - 7.7.3 Aimia Retail Loyalty Program Major Product Offerings
 - 7.7.4 Aimia Retail Loyalty Program Revenue in Global Market (2017-2022)
 - 7.7.5 Aimia Key News
- 7.8 Comarch
 - 7.8.1 Comarch Corporate Summary
 - 7.8.2 Comarch Business Overview
 - 7.8.3 Comarch Retail Loyalty Program Major Product Offerings
 - 7.8.4 Comarch Retail Loyalty Program Revenue in Global Market (2017-2022)
 - 7.8.5 Comarch Key News
- 7.9 Exchange Solutions
 - 7.9.1 Exchange Solutions Corporate Summary
 - 7.9.2 Exchange Solutions Business Overview
 - 7.9.3 Exchange Solutions Retail Loyalty Program Major Product Offerings

- 7.9.4 Exchange Solutions Retail Loyalty Program Revenue in Global Market (2017-2022)
- 7.9.5 Exchange Solutions Key News
- 7.10 Creatio
 - 7.10.1 Creatio Corporate Summary
 - 7.10.2 Creatio Business Overview
 - 7.10.3 Creatio Retail Loyalty Program Major Product Offerings
 - 7.10.4 Creatio Retail Loyalty Program Revenue in Global Market (2017-2022)
 - 7.10.5 Creatio Key News
- 7.11 Customer Portfolios
 - 7.11.1 Customer Portfolios Corporate Summary
 - 7.11.2 Customer Portfolios Business Overview
 - 7.11.3 Customer Portfolios Retail Loyalty Program Major Product Offerings
 - 7.11.4 Customer Portfolios Retail Loyalty Program Revenue in Global Market (2017-2022)
 - 7.11.5 Customer Portfolios Key News
- 7.12 Antavo
 - 7.12.1 Antavo Corporate Summary
 - 7.12.2 Antavo Business Overview
 - 7.12.3 Antavo Retail Loyalty Program Major Product Offerings
 - 7.12.4 Antavo Retail Loyalty Program Revenue in Global Market (2017-2022)
 - 7.12.5 Antavo Key News
- 7.13 SAP
 - 7.13.1 SAP Corporate Summary
 - 7.13.2 SAP Business Overview
 - 7.13.3 SAP Retail Loyalty Program Major Product Offerings
 - 7.13.4 SAP Retail Loyalty Program Revenue in Global Market (2017-2022)
 - 7.13.5 SAP Key News
- 7.14 Epsilon Data Management LLC
 - 7.14.1 Epsilon Data Management LLC Corporate Summary
 - 7.14.2 Epsilon Data Management LLC Business Overview
 - 7.14.3 Epsilon Data Management LLC Retail Loyalty Program Major Product Offerings
 - 7.14.4 Epsilon Data Management LLC Retail Loyalty Program Revenue in Global Market (2017-2022)
 - 7.14.5 Epsilon Data Management LLC Key News
- 7.15 Kobie Marketing Inc.
 - 7.15.1 Kobie Marketing Inc. Corporate Summary
 - 7.15.2 Kobie Marketing Inc. Business Overview
 - 7.15.3 Kobie Marketing Inc. Retail Loyalty Program Major Product Offerings

7.15.4 Kobie Marketing Inc. Retail Loyalty Program Revenue in Global Market (2017-2022)

7.15.5 Kobie Marketing Inc. Key News

7.16 BREIRLEY+PARTNERS

7.16.1 BREIRLEY+PARTNERS Corporate Summary

7.16.2 BREIRLEY+PARTNERS Business Overview

7.16.3 BREIRLEY+PARTNERS Retail Loyalty Program Major Product Offerings

7.16.4 BREIRLEY+PARTNERS Retail Loyalty Program Revenue in Global Market (2017-2022)

7.16.5 BREIRLEY+PARTNERS Key News

7.17 Fivestars

7.17.1 Fivestars Corporate Summary

7.17.2 Fivestars Business Overview

7.17.3 Fivestars Retail Loyalty Program Major Product Offerings

7.17.4 Fivestars Retail Loyalty Program Revenue in Global Market (2017-2022)

7.17.5 Fivestars Key News

7.18 ICF Next

7.18.1 ICF Next Corporate Summary

7.18.2 ICF Next Business Overview

7.18.3 ICF Next Retail Loyalty Program Major Product Offerings

7.18.4 ICF Next Retail Loyalty Program Revenue in Global Market (2017-2022)

7.18.5 ICF Next Key News

7.19 Lacek Group

7.19.1 Lacek Group Corporate Summary

7.19.2 Lacek Group Business Overview

7.19.3 Lacek Group Retail Loyalty Program Major Product Offerings

7.19.4 Lacek Group Retail Loyalty Program Revenue in Global Market (2017-2022)

7.19.5 Lacek Group Key News

8 CONCLUSION

9 APPENDIX

9.1 Note

9.2 Examples of Clients

9.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Retail Loyalty Program Market Opportunities & Trends in Global Market

Table 2. Retail Loyalty Program Market Drivers in Global Market

Table 3. Retail Loyalty Program Market Restraints in Global Market

Table 4. Key Players of Retail Loyalty Program in Global Market

Table 5. Top Retail Loyalty Program Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Retail Loyalty Program Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Retail Loyalty Program Revenue Share by Companies, 2017-2022

Table 8. Global Companies Retail Loyalty Program Product Type

Table 9. List of Global Tier 1 Retail Loyalty Program Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Retail Loyalty Program Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global Retail Loyalty Program Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Retail Loyalty Program Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Retail Loyalty Program Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Retail Loyalty Program Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Retail Loyalty Program Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Retail Loyalty Program Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Retail Loyalty Program Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Retail Loyalty Program Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Retail Loyalty Program Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Retail Loyalty Program Revenue, (US\$, Mn), 2017-2022

Table 21. By Country - North America Retail Loyalty Program Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Retail Loyalty Program Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Retail Loyalty Program Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Retail Loyalty Program Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Retail Loyalty Program Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Retail Loyalty Program Revenue, (US\$, Mn),

2017-2022

Table 27. By Country - South America Retail Loyalty Program Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Retail Loyalty Program Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Retail Loyalty Program Revenue, (US\$, Mn), 2023-2028

Table 30. FIS Corporate Corporate Summary

Table 31. FIS Corporate Retail Loyalty Program Product Offerings

Table 32. FIS Corporate Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)

Table 33. Maritz Corporate Summary

Table 34. Maritz Retail Loyalty Program Product Offerings

Table 35. Maritz Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)

Table 36. IBM Corporate Summary

Table 37. IBM Retail Loyalty Program Product Offerings

Table 38. IBM Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)

Table 39. TIBCO Software Corporate Summary

Table 40. TIBCO Software Retail Loyalty Program Product Offerings

Table 41. TIBCO Software Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)

Table 42. Hitachi-solutions Corporate Summary

Table 43. Hitachi-solutions Retail Loyalty Program Product Offerings

Table 44. Hitachi-solutions Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)

Table 45. Oracle Corporation Corporate Summary

Table 46. Oracle Corporation Retail Loyalty Program Product Offerings

Table 47. Oracle Corporation Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)

Table 48. Aimia Corporate Summary

Table 49. Aimia Retail Loyalty Program Product Offerings

Table 50. Aimia Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)

Table 51. Comarch Corporate Summary

Table 52. Comarch Retail Loyalty Program Product Offerings

Table 53. Comarch Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)

Table 54. Exchange Solutions Corporate Summary

Table 55. Exchange Solutions Retail Loyalty Program Product Offerings

Table 56. Exchange Solutions Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)

Table 57. Creatio Corporate Summary

Table 58. Creatio Retail Loyalty Program Product Offerings

Table 59. Creatio Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)

Table 60. Customer Portfolios Corporate Summary

Table 61. Customer Portfolios Retail Loyalty Program Product Offerings

- Table 62. Customer Portfolios Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)
- Table 63. Antavo Corporate Summary
- Table 64. Antavo Retail Loyalty Program Product Offerings
- Table 65. Antavo Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)
- Table 66. SAP Corporate Summary
- Table 67. SAP Retail Loyalty Program Product Offerings
- Table 68. SAP Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)
- Table 69. Epsilon Data Management LLC Corporate Summary
- Table 70. Epsilon Data Management LLC Retail Loyalty Program Product Offerings
- Table 71. Epsilon Data Management LLC Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)
- Table 72. Kobie Marketing Inc. Corporate Summary
- Table 73. Kobie Marketing Inc. Retail Loyalty Program Product Offerings
- Table 74. Kobie Marketing Inc. Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)
- Table 75. BREIRLEY+PARTNERS Corporate Summary
- Table 76. BREIRLEY+PARTNERS Retail Loyalty Program Product Offerings
- Table 77. BREIRLEY+PARTNERS Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)
- Table 78. Fivestars Corporate Summary
- Table 79. Fivestars Retail Loyalty Program Product Offerings
- Table 80. Fivestars Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)
- Table 81. ICF Next Corporate Summary
- Table 82. ICF Next Retail Loyalty Program Product Offerings
- Table 83. ICF Next Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)
- Table 84. Lacek Group Corporate Summary
- Table 85. Lacek Group Retail Loyalty Program Product Offerings
- Table 86. Lacek Group Retail Loyalty Program Revenue (US\$, Mn), (2017-2022)

List Of Figures

LIST OF FIGURES

- Figure 1. Retail Loyalty Program Segment by Type in 2021
- Figure 2. Retail Loyalty Program Segment by Application in 2021
- Figure 3. Global Retail Loyalty Program Market Overview: 2021
- Figure 4. Key Caveats
- Figure 5. Global Retail Loyalty Program Market Size: 2021 VS 2028 (US\$, Mn)
- Figure 6. Global Retail Loyalty Program Revenue, 2017-2028 (US\$, Mn)
- Figure 7. The Top 3 and 5 Players Market Share by Retail Loyalty Program Revenue in 2021
- Figure 8. By Type - Global Retail Loyalty Program Revenue Market Share, 2017-2028
- Figure 9. By Application - Global Retail Loyalty Program Revenue Market Share, 2017-2028
- Figure 10. By Region - Global Retail Loyalty Program Revenue Market Share, 2017-2028
- Figure 11. By Country - North America Retail Loyalty Program Revenue Market Share, 2017-2028
- Figure 12. US Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 13. Canada Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 14. Mexico Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 15. By Country - Europe Retail Loyalty Program Revenue Market Share, 2017-2028
- Figure 16. Germany Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 17. France Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 18. U.K. Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 19. Italy Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 20. Russia Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 21. Nordic Countries Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 22. Benelux Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 23. By Region - Asia Retail Loyalty Program Revenue Market Share, 2017-2028
- Figure 24. China Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 25. Japan Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 26. South Korea Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 27. Southeast Asia Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 28. India Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 29. By Country - South America Retail Loyalty Program Revenue Market Share, 2017-2028

- Figure 30. Brazil Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 31. Argentina Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 32. By Country - Middle East & Africa Retail Loyalty Program Revenue Market Share, 2017-2028
- Figure 33. Turkey Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 34. Israel Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 35. Saudi Arabia Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 36. UAE Retail Loyalty Program Revenue, (US\$, Mn), 2017-2028
- Figure 37. FIS Corporate Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 38. Maritz Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 39. IBM Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 40. TIBCO Software Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 41. Hitachi-solutions Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 42. Oracle Corporation Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 43. Aimia Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 44. Comarch Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 45. Exchange Solutions Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 46. Creatio Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 47. Customer Portfolios Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 48. Antavo Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 49. SAP Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 50. Epsilon Data Management LLC Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 51. Kobie Marketing Inc. Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 52. BREIRLEY+PARTNERS Retail Loyalty Program Revenue Year Over Year

Growth (US\$, Mn) & (2017-2022)

Figure 53. Fivestars Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 54. ICF Next Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 55. Lacey Group Retail Loyalty Program Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

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