

# Global Loyalty Management Market Analysis, Strategies, Segmentation And Forecasts 2019 To 2024

*Loyalty Management – Global Market Growth, Opportunities, Analysis Of Top Key Players And Forecast To 2024*

PUNE, MAHARASHTRA, INDIA, February 19, 2019 /EINPresswire.com/ -- [Loyalty Management Market 2019](#)

Wiseguyreports.Com Adds “Loyalty Management – Global Market Growth, Opportunities, Analysis Of Top Key Players And Forecast To 2024” To Its Research Database.

## Description:

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.

Nowadays, there are three mainly types of Loyalty Management, including Customer Loyalty, Employee Retention and Channel Loyalty. And Customer Loyalty is the main type for Loyalty Management, and the Customer Loyalty reached a sales value of approximately 1330.99 M in 2017, with 66.76% of global sales volume.

According to this study, over the next five years the Loyalty Management market will register a 17.5% CAGR in terms of revenue, the global market size will reach US\$ 5240 million by 2024, from US\$ 1990 million in 2019. In particular, this report presents the global revenue market share of key companies in Loyalty Management business, shared in Chapter 3.

This report presents a comprehensive overview, market shares and growth opportunities of Loyalty Management market by product type, application, key companies and key regions.

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report: Breakdown data in in Chapter 3.

Alliance Data Systems Corporation

Oracle Corporation

IBM Corporation

Aimia Inc

SAP SE

Maritz Holdings Inc.

Fidelity Information Services

Bond Brand Loyalty

Brierley+Partners

ICF International

Kobie Marketing

Tibco Software

Comarch

Request for Sample Report @ <https://www.wiseguyreports.com/sample-request/3748820-global-loyalty-management-market-growth-status-and-outlook-2019-2024>

This study considers the Loyalty Management value generated from the sales of the following segments:

Segmentation by product type: breakdown data from 2014 to 2019 in Section 2.3; and forecast to 2024 in section 10.7.

Customer Loyalty

Employee Retention

Segmentation by application: breakdown data from 2014 to 2019, in Section 2.4; and forecast to 2024 in section 10.8.

BFSI

Travel & Hospitality

Consumer Goods & Retail

Other

This report also splits the market by region: Breakdown data in Chapter 4, 5, 6, 7 and 8.

Americas

United States

Canada

Mexico

Brazil  
APAC  
China  
Japan  
Korea  
Southeast Asia  
India  
Australia  
Europe  
Germany  
France  
UK  
Italy  
Russia  
Spain  
Middle East & Africa  
Egypt  
South Africa  
Israel  
Turkey  
GCC Countries

Enquiry before Buying @ <https://www.wiseguyreports.com/enquiry/3748820-global-loyalty-management-market-growth-status-and-outlook-2019-2024>

If you have any special requirements, please let us know and we will offer you the report as you want.

Table of Content:

2019-2024 Global Loyalty Management Market Report (Status and Outlook)

1 Scope of the Report

1.1 Market Introduction

1.2 Research Objectives

1.3 Years Considered

1.4 Market Research Methodology

1.5 Economic Indicators

1.6 Currency Considered

2 Executive Summary

2.1 World Market Overview

2.1.1 Global Loyalty Management Market Size 2014-2024

- 2.1.2 Loyalty Management Market Size CAGR by Region
- 2.2 Loyalty Management Segment by Type
  - 2.2.1 Customer Loyalty
  - 2.2.2 Employee Retention
  - 2.2.3 Channel Loyalty
- 2.3 Loyalty Management Market Size by Type
  - 2.3.1 Global Loyalty Management Market Size Market Share by Type (2014-2019)
  - 2.3.2 Global Loyalty Management Market Size Growth Rate by Type (2014-2019)
- 2.4 Loyalty Management Segment by Application
  - 2.4.1 BFSI
  - 2.4.2 Travel & Hospitality
  - 2.4.3 Consumer Goods & Retail
  - 2.4.4 Other
- 2.5 Loyalty Management Market Size by Application
  - 2.5.1 Global Loyalty Management Market Size Market Share by Application (2014-2019)
  - 2.5.2 Global Loyalty Management Market Size Growth Rate by Application (2014-2019)

.....

- 11 Key Players Analysis
  - 11.1 Alliance Data Systems Corporation
    - 11.1.1 Company Details
    - 11.1.2 Loyalty Management Product Offered
    - 11.1.3 Alliance Data Systems Corporation Loyalty Management Revenue, Gross Margin and Market Share (2017-2019)
    - 11.1.4 Main Business Overview
    - 11.1.5 Alliance Data Systems Corporation News
  - 11.2 Oracle Corporation
    - 11.2.1 Company Details
    - 11.2.2 Loyalty Management Product Offered
    - 11.2.3 Oracle Corporation Loyalty Management Revenue, Gross Margin and Market Share (2017-2019)
    - 11.2.4 Main Business Overview
    - 11.2.5 Oracle Corporation News
  - 11.3 IBM Corporation
    - 11.3.1 Company Details
    - 11.3.2 Loyalty Management Product Offered
    - 11.3.3 IBM Corporation Loyalty Management Revenue, Gross Margin and Market Share (2017-2019)
    - 11.3.4 Main Business Overview
    - 11.3.5 IBM Corporation News
  - 11.4 Aimia Inc
    - 11.4.1 Company Details

- 11.4.2 Loyalty Management Product Offered
- 11.4.3 Aimia Inc Loyalty Management Revenue, Gross Margin and Market Share (2017-2019)
- 11.4.4 Main Business Overview
- 11.4.5 Aimia Inc News
- 11.5 SAP SE
  - 11.5.1 Company Details
  - 11.5.2 Loyalty Management Product Offered
  - 11.5.3 SAP SE Loyalty Management Revenue, Gross Margin and Market Share (2017-2019)
  - 11.5.4 Main Business Overview
  - 11.5.5 SAP SE News
- 11.6 Maritz Holdings Inc.
  - 11.6.1 Company Details
  - 11.6.2 Loyalty Management Product Offered
  - 11.6.3 Maritz Holdings Inc. Loyalty Management Revenue, Gross Margin and Market Share (2017-2019)
  - 11.6.4 Main Business Overview
  - 11.6.5 Maritz Holdings Inc. News
- 11.7 Fidelity Information Services
  - 11.7.1 Company Details
  - 11.7.2 Loyalty Management Product Offered
  - 11.7.3 Fidelity Information Services Loyalty Management Revenue, Gross Margin and Market Share (2017-2019)
  - 11.7.4 Main Business Overview
  - 11.7.5 Fidelity Information Services News
- 11.8 Bond Brand Loyalty
  - 11.8.1 Company Details
  - 11.8.2 Loyalty Management Product Offered
  - 11.8.3 Bond Brand Loyalty Loyalty Management Revenue, Gross Margin and Market Share (2017-2019)
  - 11.8.4 Main Business Overview
  - 11.8.5 Bond Brand Loyalty News
- 11.9 Brierley+Partners
  - 11.9.1 Company Details
  - 11.9.2 Loyalty Management Product Offered
  - 11.9.3 Brierley+Partners Loyalty Management Revenue, Gross Margin and Market Share (2017-2019)
  - 11.9.4 Main Business Overview
  - 11.9.5 Brierley+Partners News
- 11.10 ICF International
- 11.11 Kobie Marketing
- 11.12 Tibco Software
- 11.13 Comarch

Continued.....

Norah Trent

WiseGuy Research Consultants Pvt. Ltd.

646 845 9349 / +44 208 133 9349

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/476872650>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.