

# Loyalty Management Market Expanding at a CAGR of 21.47% during 2022-2027

SHERIDAN, WYOMING, UNITED STATES, December 5, 2022 /EINPresswire.com/ -- IMARC Group has recently released a new research study titled "[Loyalty Management Market: Global Industry Trends, Share, Size, Growth, Opportunity, and Forecast 2022-2027](#)", offers a detailed analysis of the market drivers, segmentation, growth opportunities, trends, and competitive landscape to understand the current and future market scenarios.

What are the growth prospects of the loyalty management industry?

The global loyalty management market size reached US\$ 2.8 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 9.1 Billion by 2027, exhibiting a growth rate (CAGR) of 21.47% during 2022-2027.

What is a loyalty management?

A loyalty management system is marketing automation software used to launch, manage and analyze the performance of loyalty programs. It assists in improving customer engagement, generating brand awareness, enhancing the customer experience, and providing points, discounts, coupons, cash back, and revenues.

Impact of COVID-19:

We are regularly tracking the direct effect of COVID-19 on the market, along with the indirect influence of associated industries. These observations will be integrated into the report.

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What are the major market drivers in the loyalty management market?

Loyalty management is employed in the e-commerce industry to optimize the user experience and predict customer behavior for targeted advertising. This, in confluence with the increasing preference for online shopping through smartphones, represents one of the major factors augmenting the market growth. In addition, the rising utilization of loyalty management in the banking, financial service and insurance (BFSI) industry to send automated emails and short message service (SMS) to enhance the experience of the user is contributing to the market growth. Apart from this, the integration of artificial intelligence (AI), machine learning (ML), chatbots, and cloud-based solutions are offering lucrative growth opportunities to industry players.

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Report Segmentation:

The report has segmented the market into the following categories:

Breakup by Type:

Customer Retention

Customer Loyalty

Channel Loyalty

Breakup by Organization Size:

Large Enterprises

Small and Medium Enterprises

Breakup by Deployment Mode:

On-premises

Cloud-based

Breakup by Industry Vertical:

BFSI

Retail

Travel and Hospitality

Manufacturing

IT and Telecom

Media and Entertainment  
Healthcare  
Others

By Geography:

North America (United States, Canada)  
Europe (Germany, France, United Kingdom, Italy, Spain, Others)  
Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)  
Latin America (Brazil, Mexico, Others)  
Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Other)

List of Major Key Players:

Annex Cloud  
Bond Brand Loyalty Inc  
Comarch SA  
Epsilon Data Management LLC  
Fidelity Information Services Inc  
ICF International Inc  
Kobie Marketing Inc  
LoyaltyLion  
Oracle Corporation  
Paystone Inc  
SAP SE  
TIBCO Software Inc

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IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic, and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology, and novel processing methods are at the top of the company's expertise.

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