

Global Loyalty Management Market To Reach \$20.3 Billion By 2028 With A Growth Rate Of 16.6%

The Business Research Company has updated its global market reports with latest data for 2024 and projections up to 2033

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Loyalty Management Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033

The loyalty management market has seen significant growth, expanding from \$9.55 billion in 2023 to an expected \$11 billion in 2024, with a compound annual growth rate (CAGR) of 15.1%.



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This growth in recent years is largely due to a strong focus on customer retention, the popularity of card-based loyalty programs, the need for competitive differentiation, the use of data-driven insights, the expansion of e-commerce, improvements in customer experience, and the globalization of markets.

What Is the Projected Market Size of the Global Loyalty

Management Market and Its Growth Rate?

The loyalty management market is projected to grow substantially, reaching \$20.3 billion by 2028 at a compound annual growth rate (CAGR) of 16.6%. This anticipated growth is driven by an emphasis on sustainability and ethical practices, real-time customer engagement, the incorporation of gamification, and the rise of voice and conversational interfaces, as well as increasing environmental and social responsibility. Key trends shaping the forecast period include personalization powered by AI, the adoption of blockchain for loyalty programs, the popularity of subscription-based models, digital wallet integration, cross-industry partnerships, and the use of voice and conversational interfaces.

Dive Into Detailed Insights of the Global Loyalty Management Market with a Free Sample Report:

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What are the Key Drivers Fueling Growth in the Loyalty Management Market?

The increase in cardholders and the growing use of reward points are fueling the expansion of the loyalty management market. Companies use customer loyalty cards to motivate clients to return, promoting repeat business. These cards also offer valuable insights into customer purchasing behaviors, enabling businesses to assess and create tailored incentives.

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Who Are the Key Players Driving Growth in the Loyalty Management Market?

Major companies operating in the loyalty management market report are Kobie Marketing Inc., International Business Machines Corporation, Oracle Corporation, SAP SE, Salesforce.com Inc., Fidelity National Information Services Inc., CF International Inc., ICF International Inc., TIBCO Software Inc., Maritz Holdings Inc., MicroStrategy Inc., Comarch SA, AIMIA Inc., Blue Ocean Systems, VeriPark, The Lacek Group Inc.

What Are The Emerging Trends Shaping The Growth Of The Loyalty Management Market?

Leading companies in the loyalty management industry are creating innovative solutions, such as global loyalty programs, to enhance their competitive position. These global loyalty programs are structured initiatives designed by businesses to operate across international markets, focusing on fostering and sustaining customer loyalty.

[What Are the Segments of the Global Loyalty Management Market?](#)

- 1) By Component: Software, Services
- 2) By Deployment: Cloud, On-Premises
- 3) By Organization Type: Small & Medium-Sized Enterprises, Large Enterprises
- 4) By End Use: BFSI, IT, Telecommunication, Transportation, Retail, Hospitality, Media And Entertainment, Other End-Users

Geographic Overview: North America at the Helm of the Loyalty Management Market

North America was the largest region in the loyalty management market in 2023. Asia-Pacific is expected to be the fastest-growing region in the forecast period. The regions covered in the market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

[How Is The Loyalty Management Market Defined?](#)

Loyalty management encompasses a series of actions focused on delivering exceptional customer service. This approach examines strategies for attracting, engaging, and retaining

customers. By offering benefits, experiences, and rewards, loyalty management fosters lasting customer engagement.

The Loyalty Management Global Market Report 2024 from The Business Research Company includes the following key information:

- Market size data for both historical and future periods
- Analysis of both macro and microeconomic factors that have impacted the market over the past five years
- Regional market analysis covering Asia-Pacific, China, Western Europe, Eastern Europe, North America, the USA, South America, and the Middle East and Africa
- Country-specific market analysis for Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, the UK, and the USA.

Overview of the Global Loyalty Management Market Report: Trends, Opportunities, Strategies, and More

The Loyalty Management Global Market Report 2024 from The Business Research Company is an extensive resource that delivers insights into loyalty management market size, loyalty management market drivers and trends, loyalty management global market major players, loyalty management competitors' revenues, loyalty management global market positioning, and loyalty management market growth across geographies. This report provides valuable in-depth insights into potential opportunities and strategies. Companies can utilize the information presented to target segments with the greatest growth potential.

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