

Cash Back And Rewards App Market Set to Reach \$12.95 Billion by 2029

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What Is The Expected Cagr For The Cash Back And Rewards App Market Through 2025?

The market size for cash back and rewards apps has increased swiftly in the last few years. Its expansion is predicted to rise from \$8.06 billion in 2024 to \$8.88 billion in 2025, with a compound annual growth rate (CAGR) of 10.2%. Factors contributing to the growth during the historic period include the rise in smartphone usage, heightened consumer knowledge of online saving tools, a global surge in e-commerce transactions, an increased usage of mobile payment platforms, and the widespread acceptance of personalized marketing strategies.

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It will grow to \$12.95 billion in 2029 at a compound annual growth rate (CAGR) of 9.9%.”

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Company*

Expectations are high for substantial expansion in the cash back and rewards app market in the coming years. By 2029, this market is projected to balloon to a whopping \$12.95 billion, boasting a compound annual growth rate (CAGR) of 9.9%. Factors contributing to this predicted growth during the forecast period include the rising demand for immediate cash back and reward redemption, increased use of blockchain for secure transaction monitoring, a heightened emphasis on gamification in rewards apps, and the growing impact of social media on reward-centered spending. Looking ahead, major market trends include progress in blockchain-driven rewards systems, the development of loyalty integration across platforms, novel approaches to gamified reward models, improvements in real-time transaction monitoring, and the emergence of eco-friendly, sustainable reward alternatives.

Download a free sample of the cash back and rewards app market report:

What Are The Key Factors Driving Growth In The Cash Back And Rewards App Market?

The escalating progress of e-commerce is predicted to drive the expansion of the cashback and rewards app market in the future. E-commerce is the process of executing commercial dealings electronically over the internet. The burgeoning of e-commerce is directly connected to the increase in internet reach, providing consistent online method availability for consumers, facilitating seamless shopping at any time, from any place. Cash back and rewards apps add value to e-commerce by giving immediate savings and tailored perks, making them attractive to digital shoppers. These apps assure customer retention by offering real-time cashback and rewards for purchases, thereby enhancing overall shopping ease and loyalty. For example, in February 2025, the United States Census Bureau, a government agency rooted in the US, reported that e-commerce sales in total reached an amount of \$1,192.6 billion in 2024, evidencing an increment by 8.1% compared to 2023. Hence, the exponential growth of e-commerce is fuelling the development of the cashback and rewards app market.

What Are The Top Players Operating In The Cash Back And Rewards App Market?

Major players in the Cash Back And Rewards App Global Market Report 2025 include:

- Rakuten Group Inc.
- SavingStar Inc.
- Fetch Rewards Inc.
- Prodege LLC
- Ibotta Inc.
- RetailMeNot Inc.
- TopCashback USA Inc.
- Travelzoo Inc.
- Honey Science LLC
- Upromise Inc.

What Are The Prominent Trends In The Cash Back And Rewards App Market?

In order to boost user interaction and facilitate effortless digital transactions, major firms in the cash back and rewards app market are strategizing toward the creation of inventive solutions like UPI integrated cashback platforms. These UPI-native cashback platforms are digital apps that align directly with the Unified Payments Interface (UPI) system, rewarding users with instant cashbacks on peer-to-peer and merchant transactions. Take for example, Flipkart Inc. - an e-commerce firm based in India - that in June 2024, introduced Super Money, a UPI payment app. This app aids in smooth digital transactions while at the same time rewarding users with cashback. Without the necessity for coupons or scratch cards, the app offers legitimate, guaranteed cashback with every UPI payment and facilitates swift payments through a camera-based scan feature. Moreover, Super Money offers a wide array of financial services including the SuperCard credit card, immediate personal loans via SuperCash, and fixed deposit options via SuperDeposit. This propels it as a holistic financial platform, supported by Flipkart and

reliable banking associates.

Comprehensive Segment-Wise Insights Into The Cash Back And Rewards App Market

The cash back and rewards app market covered in this report is segmented

- 1) By Type: Cash Back Apps, Rewards Points Apps, Hybrid Apps
- 2) By Platform: Mobile Apps, Web-Based Platforms
- 3) By Distribution Channel: Direct-To-Consumer, Partnered Merchants
- 4) By Application: Shop, Restaurant, Gas Station, Other Applications

Subsegments:

- 1) By Cash Back Apps: Instant Cash Back, Tiered Cash Back, Merchant-Funded Cash Back, Purchase-Linked Cash Back, Card-Linked Cash Back
- 2) By Rewards Points Apps: Loyalty Points Programs, Referral Points Programs, Gamified Points Systems, Tier-Based Points Rewards, Retailer-Specific Points Programs
- 3) By Hybrid Apps: Cash And Points Combination, Multi-Tier Reward Structures, Dynamic Earn And Burn Models, Personalized Hybrid Rewards

View the full cash back and rewards app market report:

<https://www.thebusinessresearchcompany.com/report/cash-back-and-rewards-app-global-market-report>

Global Cash Back And Rewards App Market - Regional Insights

In 2024, North America led the global cash back and rewards app market. The region anticipated to experience the swiftest growth is Asia-Pacific. The report encompasses the following regions: Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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