

**Global Loyalty Management Market Revenues to Reach USD 23.69 billion by 2028 - Market Size, Share, Forecasts, & Trends Analysis Report by Mordor Intelligence**

According to a new market research report titled "[Global Loyalty Management Market Report \(2023-2028\)](#)," the market is estimated at USD 10.86 billion in 2023. It is expected to register a CAGR of 16.88% during the forecast period.

Loyalty management systems focus on growing and retaining existing customers through incentives. They help manage and track royalty programs to identify and incentivize repeat customers through rewards like gift cards, coupons, etc. Understanding the spending habits and behaviors of customers is critical for any business to retain its customers. It requires effective management of technology, strategy, and hardware. This is where loyalty management systems come into play.

**Report Summary:**

Report Attribute	Details
Market Size (2023)	USD 10.86 billion
Market Size (2028)	USD 23.69 billion
CAGR (2023-2028)	16.88%
Study Period	2018-2028
Fastest Growing Market	Asia-Pacific
Largest Market	North America
Forecast Units	Value (USD billion)
Report Scope	Market Dynamics, Revenue Forecast and Segmentation, Competitive Landscape and Recent Developments, Market Growth, Future Opportunities, and Trends
Key Market Drivers	Changing consumption patterns.
	The rapid adoption of omnichannel distribution models.

**Who are the Top Companies in the Global Loyalty Management Market?**

The loyalty management market is highly competitive and fragmented. All major players account for a large share of the market. They are focusing on expanding their consumer base at the global level. To do this, loyalty management companies are forming multiple partnerships and introducing new solutions.

The significant players in the global loyalty management market with the majority market share in 2023 are,

- Kognitiv Corporation
- IBM Corporation
- Oracle Corporation
- Comarch SA
- SAP SE
- Epsilon Data Management LLC
- Fidelity National Information Services Inc.
- TIBCO Software Inc.
- Maritz Motivation Inc.
- Kobie Marketing Inc.

**Other Reports That Might Be of Your Interest:**

- [Marketing Automation Software Market Report](#) - The global marketing automation software market is expected to grow from USD 5.75 billion in 2023 to USD 13.48 billion by 2028, at a CAGR of 18.58% during the forecast period (2023-2028).
- [CRM Analytics Market Report](#) - The global CRM (customer relationship management) analytics market is expected to register a CAGR of 12.8% during the forecast period.

**Key Highlights from the Global Loyalty Management Market Report:**

**Growth Driven by Consumer Goods and Retail Segments**

- Digitalization and innovations in loyalty programs are making them more accessible to small players. With individualized approaches, retailers are coming up with new strategic loyalty programs and discounts.
- The COVID-19 pandemic clearly made a shift in consumer behavior toward online channels. The latest loyalty management programs provide unified solutions across physical stores, e-commerce platforms, and mobile apps.
- Artificial intelligence is also expected to play a crucial role in the coming years in the global loyalty management market.

**Asia-Pacific to be the Center of Growth**

- Loyalty management companies in Asia-Pacific are buzzing with increased collaborations and partnerships, looking to capitalize on the fast-paced growth that is happening in the region.
- Through specialized apps and interfaces, companies are trying to expand the functionality of their loyalty management platforms in different industries.

**What are the Latest Developments in the Global Loyalty Management Market?**

- KDDI Corporation is Japan's carrier and operator of the "au" mobile phone service. In March 2023, the company partnered with Oracle Corporation to enhance its online payment brand, au PAY. The partnership mainly aims to modernize its customer loyalty program, au Ponta Points Program.
- In August 2022, Kibo, the leader in unified commerce, released Kibo Subscriptions Management. Kibo Subscriptions Management empowers retailers to drive sales and customer loyalty by enabling revenue streams from products and services offered on a subscription basis.

***Mordor Intelligence has Segmented the Global Loyalty Management Market Based on Solution, Industry Vertical, Deployment, and Geography.***

- By Solution (Market Size and Forecast based on Value (USD billion), 2018-2028)
  - B2C
  - B2B
  - Corporate
  
- By Industry Vertical (Market Size and Forecast based on Value (USD billion), 2018-2028)
  - BFSI
  - Consumer Goods and Retail
  - Healthcare
  - IT and Telecom
  - Travel and Hospitality
  - Manufacturing
  - Other Industry Verticals
  
- By Deployment (Market Size and Forecast based on Value (USD billion), 2018-2028)
  - On-premise
  - On-demand
  
- 6.4 By Geography (Market Size and Forecast based on Value (USD billion), 2018-2028)
  - North America
    - United States
    - Canada
  - Europe
    - Germany
    - United Kingdom
    - France
    - Italy
    - Rest of Europe
  - Asia Pacific
    - China
    - Japan
    - India
    - Australia
    - Rest of Asia Pacific
  - Latin America
    - Brazil
    - Argentina
    - Mexico
    - Rest of Latin America
  - Middle East & Africa
    - United Arab Emirates
    - Saudi Arabia

- South Africa
- Nigeria
- Rest of Middle East & Africa

In a nutshell, the Mordor Intelligence market research report is a must-read for start-ups, industry players, investors, researchers, consultants, business strategists, and all those who are looking to understand this industry. Get a glance at the [Global Loyalty Management Market Report \(2023-2028\)](#).

***Mordor Intelligence constantly tracks industry trends. Some relevant market reports from the analysts that might be of interest to you:***

- [Big Data Analytics in Retail Market Report](#) - The big data analytics in retail market is expected to grow from USD 5.26 billion in 2023 to USD 13.76 billion by 2028, at a CAGR of 21.20% during the forecast period (2023-2028).
- [Mobile Marketing Market Report](#) - The global mobile marketing market is expected to register a CAGR of 25% over the next five years.
- [Europe Cloud CRM Market Report](#) - The European cloud CRM market is expected to grow from USD 12.00 billion in 2023 to USD 15.73 billion by 2028, at a CAGR of 5.56% during the forecast period (2023-2028).

***About Mordor Intelligence:***

[Mordor Intelligence](#) is a market intelligence and advisory firm. At Mordor Intelligence, we believe in predicting butterfly effects that have the potential to change or significantly impact market dynamics.

Our market research reports are comprehensive and provide exclusive data, facts and figures, trends, and the competitive landscape of the industry.