Loyalty Management Market by Type of Solution (Customer Loyalty, Employee Retention and Channel Loyalty), by Deployment Model, by Organization Size, by Vertical and Region - Global Forecast to 2020

Description: This report on loyalty management software-based solutions estimates the market to grow from USD 1.4 Billion in 2015 to USD 4.0 Billion by 2020, at a CAGR of 23.2% during the forecast period. The report aims at estimating the market size and future growth potential of loyalty management market across different segments such as type of solution, deployment type, organization size, vertical, and region. The base year considered for the study is 2014 and the forecast period is from 2015 to 2020. Large enterprises holds the largest market share in 2015 however the small and medium sized companies are forecasted to grow at highest CAGR from 2015 to 2020.

The research methodology used to estimate and forecast the loyalty management market begins with capturing data on key vendor revenues through secondary research. The vendor offerings are also taken into consideration to determine the market segmentation. The bottom-up procedure was employed to arrive at the overall market size of the global loyalty management market from the revenue of the key players in the market. After arriving at the overall market size, the total market was split into several segments and sub-segments which were then verified through primary research by conducting extensive interviews with key people such as CEOs, Vice-Presidents, Directors, and executives. This data triangulation and market breakdown procedures were employed to complete the overall market engineering process and arrive at the exact statistics for all segments and sub-segments.

Target audience

- Customer loyalty solution vendors
- Employee retention ad recognition solution vendors
- Channel loyalty solution vendors
- Customer analytics solution vendors
- Loyalty management Software-as-a-Service (SaaS) vendors
- Value-added resellers
- Investors

Scope of the Report

This research report segments the loyalty management market to following submarkets:

By Types of Solutions:

- Customer Loyalty Solutions
- Employee Retention Solutions
- Channel Loyalty Solutions

By Deployment Types:

- On-Premises
- On-Demand

By Organization Size:

- SMEs
- Large Enterprises

By Vertical:

- Banking, Financial Services, and Insurance (BFSI)
- Retail and Consumer Goods
- IT & Telecommunication
- Healthcare and Life Sciences
- Travel and Hospitality
- Manufacturing
- Media and Entertainment
- Government
- Others

By Region:
- North America
- Europe
- Asia-Pacific
- Middle East and Africa
- Latin America

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*Details on Overview, Products & Services, Strategies & Insights, Developments and MnM View Might Not Be Captured in Case of Unlisted Companies.

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