Loyalty Management Market by Type of Solution (Customer Loyalty, Employee Retention, and Channel Loyalty), Deployment Type (On-Premises and On-Demand), Organization Size (SMEs and Large Enterprises), Vertical, and Region - Global Forecast to 2021

Description: “Rising need for competitive differentiation among organizations to increase their market shares is the factor expected to drive the loyalty management market between 2016 and 2021.”

Major growth drivers for this market include rising need for competitive differentiation among organizations to increase their market shares, frequent shift in consumer demographics, increasing focus of loyalty programs on customer segmentations, significant rise in the use mobile technologies, and increase in the number of cardholders.

“The on-demand deployment type segment of the loyalty management market is projected to grow at the highest CAGR during the forecast period.”

The on-demand deployment type segment of the loyalty management market is projected to grow at the highest CAGR during the forecast period, 2016 to 2021. Several organizations across the globe are opting for on-demand (cloud-based) loyalty management solutions, owing to various advantages offered by them, which include low infrastructure costs and improved output with qualitative results. Increasing adoption of on-demand deployment type loyalty management solutions by various organizations is expected to fuel the growth of the on-demand deployment type segment of the loyalty management market during the forecast period.

“The Latin America loyalty management market is projected to grow at the highest CAGR during the forecast period, 2016 to 2021.”

A weak economic scenario in the Latin American countries is compelling organizations in this region to boost their productivity and efficiency as well as retain their existing customers and acquire new ones. Moreover, growing consumption capacity of the middle class population in the Latin American region, increasing internet penetration, and growing user base are the factors fueling the need for targeted loyalty management solutions in the Latin American region. However, the North American region is estimated to account for the largest share of the loyalty management market in 2016. The growth of the North America loyalty management market can be attributed to the presence of key vendors of loyalty management solutions in the region.

In the process of determining and verifying the market size for several segments and subsegments through secondary research, extensive primary interviews of key industry experts were conducted.

The break-up of profiles of primary participants is given below:

- By Company Type: Tier 1: 40%, Tier 2: 35%, and Tier 3: 25%
- By Designation: C level: 45%, Director level: 30%, and Others: 25%
- By Region: North America: 30%, Europe: 45%, and Asia-Pacific: 25%

The various key vendors profiled in the report are as follows:

- Oracle Corporation (U.S.)
- IBM Corporation (U.S.)
- SAP SE (Germany)
- Aimia Inc. (Canada)
- Comarch (Poland)
- Bond Brand Loyalty (Canada)
- Brierley+Partners (U.S.)
- Epsilon (U.S.)
- ICF International, Inc. (U.S.)
Research Coverage:

The report provides a picture on the loyalty management market for different industry verticals and regions. It aims at estimating size and future growth potential of the loyalty management market across different segments, such as type of solution, deployment type, organization size, vertical, and region. Furthermore, the report also includes an in-depth competitive analysis of the key players in the market, along with their company profiles, SWOT analysis, recent developments, and key market strategies.

Key Benefits of Buying the Report:

- The report will help the market leaders/new entrants in the loyalty management market by providing them the closest approximations of revenue numbers for the overall market and its subsegments.
- This report is expected to help stakeholders in obtaining improved understanding of the competitive landscape of the market to gain insights for better positioning their businesses and making suitable go-to-market strategies.
- The report also helps stakeholders to understand the pulse of the market and provides them with the information on key market drivers, restraints, challenges, and opportunities for the loyalty management market.

Contents:

1 Introduction
   1.1 Objectives of the Study
   1.2 Market Definition
   1.3 Market Scope
      1.3.1 Markets Covered
      1.3.2 Years Considered for the Study
   1.4 Currency
   1.5 Limitations
   1.6 Stakeholders

2 Research Methodology
   2.1 Research Data
      2.1.1 Secondary Data
      2.1.1.1 Key Data from Secondary Sources
      2.1.2 Primary Data
      2.1.2.1 Key Data from Primary Sources
      2.1.2.2 Key Industry Insights
   2.2 Market Size Estimation
      2.2.1 Bottom-Up Approach
      2.2.2 Top-Down Approach
   2.3 Market Breakdown and Data Triangulation
   2.4 Research Assumptions

3 Executive Summary

4 Premium Insights
   4.1 Attractive Market Opportunities in the Global Loyalty Management Market

5 Market Overview
   5.1 Introduction
   5.2 Market Segmentation
      5.2.1 by Solution
      5.2.2 by Deployment Type
      5.2.3 by Organization Size
      5.2.4 by Vertical
      5.2.5 by Region
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Rising Need for Competitive Differentiation to Increase Market Share
5.3.1.2 Frequent Shift of Consumer Demographic
5.3.1.3 Significant Rise in Mobile Technology
5.3.1.4 Increasing Focus of Loyalty Programs on Customer Segmentation
5.3.1.5 Increase in the Number of Cardholders and Use of Rewards Points as Cash
5.3.2 Restraints
5.3.2.1 Strict Government Rules and Regulations
5.3.3 Opportunities
5.3.3.1 Increased Application of Big Data and Machine Learning
5.3.3.2 Increasing Investments in Card Loyalty Systems Technology
5.3.3.3 Increased Sophistication of Online Reward Management Solutions
5.3.4 Challenges
5.3.4.1 Challenge to Choose Between Build, Buy, and Partner
5.3.4.2 Low Awareness About Benefits of Loyalty Programs

6 Industry Trends
6.1 Introduction
6.2 Strategic Benchmarking

7 Global Loyalty Management Market, by Solution
7.1 Introduction
7.2 Customer Loyalty
7.3 Employee Retention
7.4 Channel Loyalty

8 Global Loyalty Management Market, by Deployment Type
8.1 Introduction
8.2 On-Premises
8.3 On-Demand

9 Global Loyalty Management Market, by Organization Size
9.1 Introduction
9.2 Small & Medium-Sized Enterprises
9.3 Large Enterprises

10 Global Loyalty Management Market, by Vertical
10.1 Introduction
10.2 Banking, Financial Services and Insurance (BFSI)
10.3 Travel & Hospitality
10.4 Retail & Consumer Goods
10.5 IT & Telecommunication
10.6 Media & Entertainment
10.7 Healthcare & Life Sciences
10.8 Manufacturing
10.9 Others

11 Regional Analysis
11.1 Introduction
11.2 North America
11.3 Europe
11.4 Asia-Pacific
11.5 Middle East & Africa
11.6 Latin America

12 Competitive Landscape
12.1 Overview
12.2 Loyalty Management: Vendor Analysis
12.3 Competitive Situation and Trends
12.3.1 New Product Launches/Developments
12.3.2 Acquisitions
12.3.3 Agreements, Partnerships and Collaborations
13 Company Profiles
13.1 Introduction
13.2 Oracle Corporation
13.3 IBM Corporation
13.4 SAP SE
13.5 Aimia Inc.
13.6 Comarch
13.7 Bond Brand Loyalty
13.8 Brierley+Partners
13.9 Epsilon
13.10 ICF International, Inc.
13.11 Kobie Marketing, Inc.
13.12 Tibco Software
13.13 Maritz Holdings Inc.
13.14 Fidelity Information Services (FIS)
13.15 Microstrategy, Inc.
13.16 Lumata Group

List of Tables
Table 1 Global Loyalty Management Market: Assumptions
Table 2 Global Loyalty Management Market Growth Rate, 2014-2021 (USD Million, Y-O-Y %)
Table 3 Global Loyalty Management Market, by Solution, 2014-2021 (USD Million)
Table 4 Customer Loyalty: Global Loyalty Management Market, by Region, 2014-2021 (USD Million)
Table 5 Customer Loyalty: Global Loyalty Management Market, by Vertical, 2014-2021 (USD Million)
Table 6 Employee Retention: Global Loyalty Management Market, by Region, 2014-2021 (USD Million)
Table 7 Employee Retention: Global Loyalty Management Market, by Vertical, 2014-2021 (USD Million)
Table 8 Channel Loyalty: Global Loyalty Management Market, by Region, 2014-2021 (USD Million)
Table 9 Channel Loyalty: Global Loyalty Management Market, by Vertical, 2014-2021 (USD Million)
Table 10 Global Loyalty Management Market, by Deployment Type, 2014-2021 (USD Million)
Table 11 On-Premises: Global Loyalty Management Market, by Region, 2014-2021 (USD Million)
Table 12 On-Demand: Global Loyalty Management Market, by Region, 2014-2021 (USD Million)
Table 13 Global Loyalty Management Market, by Organization Size, 2014-2021 (USD Million)
Table 14 Small & Medium-Sized Enterprises: Global Loyalty Management Market, by Region, 2014-2021 (USD Million)
Table 15 Large Enterprises: Global Loyalty Management Market, by Region, 2014-2021 (USD Million)
Table 16 Global Loyalty Management Market, by Vertical, 2014-2021 (USD Million)
Table 17 BFSI: Global Loyalty Management Market, by Solution, 2014-2021 (USD Million)
Table 18 BFSI: Global Loyalty Management Market, by Deployment, 2014-2021 (USD Million)
Table 19 BFSI: Global Loyalty Management Market, by Region, 2014-2021 (USD Million)
Table 20 Travel & Hospitality: Global Loyalty Management Market, by Solution, 2014-2021 (USD Million)
Table 21 Travel & Hospitality: Global Loyalty Management Market, by Deployment, 2014-2021 (USD Million)
Table 22 Travel & Hospitality: Global Loyalty Management Market, by Region, 2014-2021 (USD Million)
Table 23 Retail & Consumer Goods: Global Loyalty Management Market, by Solution, 2014-2021 (USD Million)
Table 24 Retail & Consumer Goods: Global Loyalty Management Market, by Deployment, 2014-2021 (USD Million)
Table 25 Retail & Consumer Goods: Global Loyalty Management Market, by Region, 2014-2021 (USD Million)
Table 26 IT & Telecommunication: Global Loyalty Management Market, by Solution, 2014-2021 (USD Million)
Table 27 IT & Telecommunication: Global Loyalty Management Market, by Deployment, 2014-2021 (USD Million)
Table 28 IT & Telecommunication: Global Loyalty Management Market, by Region, 2014-2021 (USD Million)
Table 29 Media & Entertainment: Global Loyalty Management Market, by Solution, 2014-2021 (USD Million)
Table 30 Media & Entertainment: Global Loyalty Management Market, by Deployment, 2014-2021 (USD Million)
Table 31 Media & Entertainment: Global Loyalty Management Market, by Region, 2014-2021 (USD Million)
Table 32 Healthcare & Life Sciences: Global Loyalty Management Market, by Solution, 2014-2021 (USD Million)
Table 33 Healthcare & Life Sciences: Global Loyalty Management Market, by Deployment, 2014-2021 (USD Million)
Table 34 Healthcare & Life Sciences: Global Loyalty Management Market, by Region, 2014-2021 (USD Million)
Table 35 Manufacturing: Global Loyalty Management Market, by Solution, 2014-2021 (USD Million)
Table 36 Manufacturing: Global Loyalty Management Market, by Deployment, 2014-2021 (USD Million)
Table 37 Manufacturing: Global Loyalty Management Market, by Region, 2014-2021 (USD Million)
Table 38 Other Verticals: Global Loyalty Management Market, by Solution, 2014-2021 (USD Million)
Table 39 Other Verticals: Global Loyalty Management Market, by Deployment, 2014-2021 (USD Million)
Table 40 Other Verticals: Global Loyalty Management Market, by Region, 2014-2021 (USD Million)
Table 41 Global Loyalty Management Market, by Region, 2014-2021 (USD Million)
Table 42 North America: Loyalty Management Market, by Solution, 2014-2021 (USD Million)
Table 43 North America: Loyalty Management Market, by Deployment Type, 2014-2021 (USD Million)
Table 44 North America: Loyalty Management Market, by Organization Size, 2014-2021 (USD Million)
Table 45 North America: Loyalty Management Market, by Vertical, 2014-2021 (USD Million)
Table 46 Europe: Loyalty Management Market, by Solution, 2014-2021 (USD Million)
Table 47 Europe: Loyalty Management Market, by Deployment Type, 2014-2021 (USD Million)
Table 48 Europe: Loyalty Management Market, by Organization Size, 2014-2021 (USD Million)
Table 49 Europe: Loyalty Management Market, by Vertical, 2014-2021 (USD Million)
Table 50 Asia-Pacific: Loyalty Management Market, by Solution, 2014-2021 (USD Million)
Table 51 Asia-Pacific: Loyalty Management Market, by Deployment Type, 2014-2021 (USD Million)
Table 52 Asia-Pacific: Loyalty Management Market, by Organization Size, 2014-2021 (USD Million)
Table 53 Asia-Pacific: Loyalty Management Market, by Vertical, 2014-2021 (USD Million)
Table 54 Middle East & Africa: Loyalty Management Market, by Solution, 2014-2021 (USD Million)
Table 55 Middle East & Africa: Loyalty Management Market, by Deployment Type, 2014-2021 (USD Million)
Table 56 Middle East & Africa: Loyalty Management Market, by Organization Size, 2014-2021 (USD Million)
Table 57 Middle East & Africa: Loyalty Management Market, by Vertical, 2014-2021 (USD Million)
Table 58 Latin America: Loyalty Management Market, by Solution, 2014-2021 (USD Million)
Table 59 Latin America: Loyalty Management Market, by Deployment Type, 2014-2021 (USD Million)
Table 60 Latin America: Loyalty Management Market, by Organization Size, 2014-2021 (USD Million)
Table 61 Latin America: Loyalty Management Market, by Vertical, 2014-2021 (USD Million)
Table 62 Developments in the Global Loyalty Management Market Between 2014 and 2016
Table 63 New Product Launches/Developments, 2015-2016
Table 64 Acquisitions, 2014-2016
Table 65 Agreements, Partnerships, and Collaborations, 2014-2016
Table 66 New Product Launches/Developments, 2015-2016
Table 67 Acquisitions, 2014-2016
Table 68 Partnerships, Collaborations, and Agreements, 2014-2016

List of Figures
Figure 1 Research Design
Figure 2 Breakdown of Primary Interview: by Company Type, Designation and Region
Figure 3 Market Size Estimation Methodology: Bottom-Up Approach
Figure 4 Market Size Estimation Methodology: Top-Down Approach
Figure 5 Market Breakdown Data Triangulation Approach
Figure 6 Based on Solution, Customer Loyalty Segment Projected to Lead the Global Loyalty Management Market During the Forecast Period
Figure 7 Based on Organization Size, the SME’S Segment Expected to Grow at the Highest CAGR During the Forecast Period
Figure 8 Based on Vertical, Manufacturing Segment Projected to Grow at the Highest CAGR During the Forecast Period
Figure 9 Latin America Loyalty Management Market Projected to Grow at the Highest CAGR During the Forecast Period
Figure 10 North America Accounted for the Largest Share of the Loyalty Management Market in 2015
Figure 11 Adoption of Artificial Intelligence and Machine Learning Technology is Projected to Drive the Global Loyalty Management Market During the Forecast Period
Figure 12 Employee Retention Segment Projected to Grow at the Highest CAGR During the Forecast Period
Figure 13 SMEs Segment Projected to Grow at the Highest CAGR During the Forecast Period
Figure 14 Manufacturing Segment is Projected to Grow at the Highest CAGR During the Forecast Period
Figure 15 Latin America Loyalty Management Market Projected to Grow at the Highest CAGR During the Forecast Period
Figure 16 Customer Loyalty Segment Projected to Lead the Global Loyalty Management Market During the Forecast Period
Figure 17 Loyalty Management Market, by Solution
Figure 18 Loyalty Management Market, by Deployment Type
Figure 19 Loyalty Management Market, by Organization Size
Figure 20 Loyalty Management Market, by Vertical
Figure 21 Loyalty Management Market, by Region
Figure 22 Loyalty Management Market: Drivers, Restraints, Opportunities and Challenges
Figure 23 Strategic Benchmarking: Loyalty Management Market
Figure 24 the Employee Retention Segment is Projected to Grow at the Highest CAGR During the Forecast Period
Figure 25 the Customer Loyalty Segment in Latin America is Projected to Grow at the Highest CAGR from 2016 to 2021
Figure 26 the Employee Retention Segment in Latin America is Projected to Register the Highest Growth During the Forecast Period
Figure 27 the Channel Loyalty Segment in Latin America is Projected to Grow at the Highest CAGR During the Forecast Period
Figure 28 the On-Demand Deployment Type Segment is Projected to Grow at the Highest CAGR During the Forecast Period
Figure 29 the On-Premises Deployment Type Segment in Latin America is Projected to Witness Significant Growth During the Forecast Period
Figure 30 On-Demand Deployment Type Segment in Latin America is Projected to Grow at the Highest CAGR During the Forecast Period
Figure 31 Small & Medium-Sized Enterprises Segment is Projected to Grow at the Highest CAGR During the Forecast Period
Figure 32 Small & Medium-Sized Enterprises Segment in Latin America is Projected to Grow at the Highest CAGR During the Forecast Period
Figure 33 Large Enterprises Segment in Latin America is Projected to Grow at the Highest CAGR During the Forecast Period
Figure 34 the BFSI Segment is Estimated to Lead the Global Loyalty Management Market in 2016
Figure 35 North America is Estimated to Lead the Global Loyalty Management Market in 2016
Figure 36 Loyalty Management Market in Latin America is Projected to Grow at the Highest CAGR During the Forecast Period
Figure 37 North America Loyalty Management Market Snapshot
Figure 38 Latin America Loyalty Management Market Snapshot
Figure 40 Business Strategy Analysis
Figure 41 Companies Adopted New Product Launches, Acquisitions, and Partnerships, Agreements, and Collaborations as the Key Growth Strategies from 2014 to 2016
Figure 42 New Partnerships, Collaborations, and Agreements are the Key Strategies Adopted by Market Players
Figure 43 Geographic Revenue Mix of the Top Five Market Players
Figure 44 Oracle Corporation: Company Snapshot
Figure 45 Oracle Corporation: SWOT Analysis
Figure 46 IBM Corporation: Company Snapshot
Figure 47 IBM Corporation: SWOT Analysis
Figure 48 Sap Se: Company Snapshot
Figure 49 Sap Se: SWOT Analysis
Figure 50 Aimia Inc.: Company Snapshot
Figure 51 Aimia Inc: SWOT Analysis
Figure 52 Comarch: Company Snapshot
Figure 53 Epsilon: Company Snapshot
Figure 54 ICF International, Inc.: Company Snapshot
Figure 55 ICF International, Inc.: SWOT Analysis
Figure 56 FIS (Fidelity Information Services): Company Snapshot
Figure 57 Microstrategy, Inc.: Company Snapshot

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