

Elevating Engagement: The Loyalty Landscape in Asia Pacific

Global Strategy | 2023-08-31 | 39 pages | Euromonitor

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Report description:

Asia Pacific is a region characterised by diverse economies, cultures and demographics. In such an environment, loyalty programmes need to be crafted to meet local consumers' preferences. Asia Pacific is facing a turning point where it can no longer rely on volume-based growth. Added value and building brand advocates is becoming more important than ever. It is expected that reforming loyalty programmes will support retention in a region facing an economic slowdown.

Euromonitor International's Elevating Engagement: The Loyalty Landscape in Asia Pacific global briefing offers insight into the size and shape of the Consumer Finance market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and offers strategic analysis of key factors influencing the market. Forecasts provide an invaluable perspective on market evolution and the criteria for success. The briefing leverages Euromonitor International's 360-degree coverage of the global payments' landscape including insight on consumer debt.

Product coverage: Consumer Lending, E-Commerce in Proximity Location by Industry, Financial Cards and Payments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Finance market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Introduction

Regional overview

How to win Asia Pacific consumers' hearts

Exploring pan-regional loyalty

Key takeaways

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