

**Australia Loyalty Programs Market Intelligence and Future Growth Dynamics  
Databook - 50+ KPIs on Loyalty Programs Trends by End-Use Sectors, Operational  
KPIs, Retail Product Dynamics, and Consumer Demographics - Q2 2024 Update**

Market Report | 2024-09-11 | 117 pages | PayNxt360

**AVAILABLE LICENSES:**

- Single User Price \$1500.00
- Multi User Price \$1700.00
- Enterprise User Price \$1900.00

**Report description:**

This report provides in-depth, data-centric analysis of loyalty programs in Australia. Below is a summary of key market segments:

- Australia Retail Sector Spend Value Trend Analysis
  - Ecommerce Spend
  - POS Spend

Australia Loyalty Spend Market Size and Future Growth Dynamics by Key Performance Indicators

Value Accumulated and Value Redemption Rate of Loyalty programs in Australia

- Australia Loyalty Spend Market Size and Future Growth Dynamics by Functional Domains
  - Loyalty Schemes
  - Loyalty Platforms
- Australia Loyalty Spend Market Size and Future Growth Dynamics by Loyalty Program Type
  - Points programs
  - Tier-based programs
  - Mission-driven programs
  - Spend-based programs
  - Gaming programs

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Free perks programs
- Subscription programs
- Community programs
- Refer a friend program
- Paid programs
- Cashback programs

- Australia Loyalty Spend Market Size and Future Growth Dynamics by Channel

- In-Store
- Online
- Mobile

Australia Loyalty Schemes Spend Market Size and Future Growth Dynamics by Business Model

- Seller Driven
- Payment Instrument Driven
- Others

- Australia Loyalty Spend Market Size and Future Growth Dynamics by Key Sectors

- Retail
- Financial Services
- Healthcare & Wellness
- Restaurants & Food Delivery
- Travel & Hospitality (Cabs, Hotels, Airlines)
- Telecoms
- Media & Entertainment
- Others

- Australia Loyalty Spend Market Size and Future Growth Dynamics in Key Sectors by Online

- Retail
- Financial Services
- Healthcare & Wellness
- Restaurants & Food Delivery
- Travel & Hospitality (Cabs, Hotels, Airlines)
- Telecoms
- Media & Entertainment
- Others

- Australia Loyalty Spend Market Size and Future Growth Dynamics in Key Sectors by In-Store

- Retail
- Financial Services
- Healthcare & Wellness
- Restaurants & Food Delivery
- Travel & Hospitality (Cabs, Hotels, Airlines)
- Telecoms
- Media & Entertainment
- Others

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- Australia Loyalty Spend Market Size and Future Growth Dynamics in Key Sectors by Mobile App
  - Retail
  - Financial Services
  - Healthcare & Wellness
  - Restaurants & Food Delivery
  - Travel & Hospitality (Cabs, Hotels, Airlines)
  - Telecoms
  - Media & Entertainment
  - Others
  
- Australia Loyalty Spend Market Size and Future Growth Dynamics by Retail
  - Diversified Retailers
  - Department Stores
  - Specialty Stores
  - Clothing, Footwear & Accessories
  - Toy & Hobby Shops
  - Supermarket and Convenience Store
  - Home Merchandise
  - Other
  
- Australia Loyalty Spend Market Size and Future Growth Dynamics by Accessibility
  - Card Based Access
  - Digital Access
  
- Australia Loyalty Spend Market Size and Future Growth Dynamics by Consumer Type
  - B2C Consumers
  - B2B Consumers
  
- Australia Loyalty Schemes Spend Market Size and Future Growth Dynamics by Membership Type
  - Free
  - Free + Premium
  - Premium
  
- Australia Loyalty Platform Spend Market Size and Future Growth Dynamics by Software Use Case
  - Analytics and AI Driven
  - Management Platform
  
- Australia Loyalty Platform Spend Market Size and Future Growth Dynamics by Vendor/Solution Partner
  - In House
  - Third Party Vendor
  
- Australia Loyalty Platform Spend Market Size and Future Growth Dynamics by Deployment
  - Cloud
  - On-Premise
  
- Australia Loyalty Spend Market Size and Future Growth Dynamics by Loyalty Platforms
  - Software

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

--Services

- Australia Loyalty Spend Market Size and Future Growth Dynamics by Software Use Case Platforms

--Custom Built Platform

--Off the Shelf Platform

- Australia Loyalty Spend Market Size and Forecast by Consumer Demographics & Behaviour

--By Age Group

--By Income Level

--By Gender

## **Table of Contents:**

1 About this Report

1.1 Summary

1.2 Methodology

1.3 Loyalty Programs Definitions

1.4 Disclaimer

2 Australia Retail Sector Market Size Analysis

2.1 Australia Retail Industry Market Size, 2019-2028

2.2 Australia Ecommerce Market Size, 2019-2028

2.3 Australia POS Spend Trend Analysis, 2019-2028

3 Australia Loyalty Spend Market Size and Future Growth Dynamics

3.1 Australia Loyalty Spend Market Size and Future Growth Dynamics, 2019-2028

3.2 Australia Loyalty Spend on Schemes by Value Accumulated and Value Redemption Rate, 2023

3.3 Australia Loyalty Spend Share by Functional Domains, 2019-2028

3.4 Australia Loyalty Spend by Loyalty Schemes, 2019-2028

3.5 Australia Loyalty Spend by Loyalty Platforms, 2019-2028

4 Australia Loyalty Schemes Spend Market Size and Future Growth Dynamics by Loyalty Program Type

4.1 Australia Loyalty Schemes Spend Share by Loyalty Program Type, 2023

4.2 Australia Spend by Point-based Loyalty Program, 2019-2028

4.3 Australia Spend by Tiered Loyalty Program, 2019-2028

4.4 Australia Spend by Mission-driven Loyalty Program, 2019-2028

4.5 Australia Spend by Spend-based Loyalty Program, 2019-2028

4.6 Australia Spend by Gaming Loyalty Program, 2019-2028

4.7 Australia Spend by Free Perks Loyalty Program, 2019-2028

4.8 Australia Spend by Subscription Loyalty Program, 2019-2028

4.9 Australia Spend by Community Loyalty Program, 2019-2028

4.10 Australia Spend by Refer a Friend Loyalty Program, 2019-2028

4.11 Australia Spend by Paid Loyalty Program, 2019-2028

4.12 Australia Spend by Cashback Loyalty Program, 2019-2028

5 Australia Loyalty Schemes Market Size and Future Growth Dynamics by Channel

5.1 Australia Loyalty Schemes Spend Share by Channel, 2019-2028

5.2 Australia Loyalty Spend by In-Store, 2019-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

5.3 Australia Loyalty Spend by Online, 2019-2028

5.4 Australia Loyalty Spend by Mobile, 2019-2028

6 Australia Loyalty Schemes Spend Market Size and Future Growth Dynamics by Business Model

6.1 Australia Loyalty Schemes Spend Share by Business Model, 2019-2028

6.2 Australia Loyalty Spend by Seller Driven, 2019-2028

6.3 Australia Loyalty Spend by Payment Instrument Driven, 2019-2028

6.4 Australia Loyalty Spend by Other Segment, 2019-2028

7 Australia Loyalty Schemes Spend Market Size and Future Growth Dynamics by Key Sectors

7.1 Australia Loyalty Schemes Spend Share by Key Sectors, 2019-2028

7.2 Australia Loyalty Schemes Spend in Retail, 2019-2028

7.3 Australia Loyalty Schemes Spend in Financial Services, 2019-2028

7.4 Australia Loyalty Schemes Spend in Healthcare & Wellness, 2019-2028

7.5 Australia Loyalty Schemes Spend in Restaurants & Food Delivery, 2019-2028

7.6 Australia Loyalty Schemes Spend in Travel & Hospitality (Cabs, Hotels, Airlines), 2019-2028

7.7 Australia Loyalty Schemes Spend in Telecoms, 2019-2028

7.8 Australia Loyalty Schemes Spend in Media & Entertainment, 2019-2028

7.9 Australia Loyalty Schemes Spend in Other, 2019-2028

8 Australia Loyalty Schemes Spend in Key Sectors by Online Channel, 2019-2028

8.1 Australia Online Loyalty Spend in Retail Segment, 2019-2028

8.2 Australia Online Loyalty Spend in Financial Services, 2019-2028

8.3 Australia Online Loyalty Spend in Healthcare & Wellness, 2019-2028

8.4 Australia Online Loyalty Spend in Restaurants & Food Delivery, 2019-2028

8.5 Australia Online Loyalty Spend in Travel & Hospitality (Cabs, Hotels, Airlines), 2019-2028

8.6 Australia Online Loyalty Spend in Telecoms, 2019-2028

8.7 Australia Online Loyalty Spend in Media & Entertainment, 2019-2028

8.8 Australia Online Loyalty Spend in Other Segment, 2019-2028

9 Australia In-Store Loyalty Schemes Spend in Key Sectors, 2019-2028

9.1 Australia In-Store Loyalty Spend in Retail Segment, 2019-2028

9.2 Australia In-Store Loyalty Spend in Healthcare & Wellness Segment, 2019-2028

9.3 Australia In-Store Loyalty Spend in Restaurants & Food Delivery Segment, 2019-2028

9.4 Australia In-Store Loyalty Spend in Travel & Hospitality (Cabs, Hotels, Airlines) Segment, 2019-2028

9.5 Australia In-Store Loyalty Spend in Media & Entertainment Segment, 2019-2028

9.6 Australia In-Store Loyalty Spend in Other Sector, 2019-2028

10 Australia Mobile App Loyalty Schemes Spend in Key Sectors, 2019-2028

10.1 Australia Mobile App Loyalty Spend in Retail Segment, 2019-2028

10.2 Australia Mobile App Loyalty Spend in Financial Services Segment, 2019-2028

10.3 Australia Mobile App Loyalty Spend in Healthcare & Wellness Segment, 2019-2028

10.4 Australia Mobile App Loyalty Spend in Restaurants & Food Delivery Segment, 2019-2028

10.5 Australia Mobile App Loyalty Spend in Travel & Hospitality (Cabs, Hotels, Airlines) Segment, 2019-2028

10.6 Australia Mobile App Loyalty Spend in Telecoms Segment, 2019-2028

10.7 Australia Mobile App Loyalty Spend in Media & Entertainment Segment, 2019-2028

10.8 Australia Mobile App Loyalty Spend in Other Segment, 2019-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 11 Australia Retail Sector Loyalty Schemes Spend Market Size and Future Growth Dynamics
  - 11.1 Australia Loyalty Schemes Spend Share by Retail Segments, 2019-2028
  - 11.2 Australia Loyalty Retail Schemes Spend by Diversified Retailers, 2019-2028
  - 11.3 Australia Loyalty Retail Schemes Spend by Department Stores, 2019-2028
  - 11.4 Australia Loyalty Retail Schemes Spend by Specialty Stores, 2019-2028
  - 11.5 Australia Loyalty Retail Schemes Spend by Clothing, Footwear & Accessories, 2019-2028
  - 11.6 Australia Loyalty Retail Schemes Spend by Toy & Hobby Shops, 2019-2028
  - 11.7 Australia Loyalty Retail Schemes Spend by Supermarket and Convenience Store, 2019-2028
  - 11.8 Australia Loyalty Retail Schemes Spend by Home Merchandise, 2019-2028
  - 11.9 Australia Loyalty Retail Schemes Spend by Other, 2019-2028
  
- 12 Australia Loyalty Schemes Spend Market Size and Future Growth Dynamics by Accessibility
  - 12.1 Australia Loyalty Schemes Spend Share by Accessibility, 2023 Vs 2028
  - 12.2 Australia Loyalty Spend by Card Based Access, 2019-2028
  - 12.3 Australia Loyalty Spend by Digital Access, 2019-2028
  
- 13 Australia Loyalty Schemes Spend Market Size and Future Growth Dynamics by Consumer Type
  - 13.1 Australia Loyalty Schemes Spend Share by Consumer Type, 2023 Vs 2028
  - 13.2 Australia Loyalty Schemes Spend by B2B Consumers, 2019-2028
  - 13.3 Australia Loyalty Spend by B2C Consumers, 2019-2028
  
- 14 Australia Loyalty Schemes Spend Market Size and Future Growth Dynamics by Membership Type
  - 14.1 Australia Loyalty Schemes Spend Share by Membership Type, 2019-2028
  - 14.2 Australia Loyalty Membership Type Schemes Spend by Free, 2019-2028
  - 14.3 Australia Loyalty Membership Type Schemes Spend by Free + Premium, 2019-2028
  - 14.4 Australia Loyalty Membership Type Schemes Spend by Premium, 2019-2028
  
- 15 Australia Loyalty Platform Spend Market Size and Future Growth Dynamics by Software Use case
  - 15.1 Australia Loyalty Platform Spend Share by Software Use Case, 2023 Vs 2028
  - 15.2 Australia Loyalty Software Platform Spend by Analytics and AI Driven, 2019-2028
  - 15.3 Australia Loyalty Software Platform Spend by Management Platform, 2019-2028
  
- 16 Australia Loyalty Platform Spend Market Size and Future Growth Dynamics by Vendor/Solution Partner
  - 16.1 Australia Loyalty Platform Spend Share by Vendor/Solution Partner, 2023 Vs 2028
  - 16.2 Australia Loyalty Vendor/Solution Partner Platform Spend by In House, 2019-2028
  - 16.3 Australia Loyalty Vendor/Solution Partner Platform Spend by Third-Party Vendor, 2019-2028
  
- 17 Australia Loyalty Platform Spend Market Size and Future Growth Dynamics by Deployment
  - 17.1 Australia Loyalty Platform Spend Share by Deployment, 2023 Vs 2028
  - 17.2 Australia Loyalty Deployment Platform Spend by Cloud, 2019-2028
  - 17.3 Australia Loyalty Deployment Platform Spend by On-Premise, 2019-2028
  
- 18 Australia Loyalty Spend Market Size and Future Growth Dynamics by Software vs. Services
  - 18.1 Australia Loyalty Spend Share by Software vs. Services, 2023 Vs 2028
  - 18.2 Australia Loyalty Spend by Software, 2019-2028
  - 18.3 Australia Loyalty Spend by Services, 2019-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

19 Australia Loyalty Spend Market Size and Future Growth Dynamics by Custom vs. Off the Shelf Software Platforms

19.1 Australia Loyalty Spend Share by Custom vs. Off the Shelf Software Platforms, 2023 Vs 2028

19.2 Australia Loyalty Software Platforms Spend by Custom Built Platform, 2019-2028

19.3 Australia Loyalty Software Platforms Spend by Off the Shelf Platform, 2019-2028

20 Australia Loyalty Spend Market Size and Forecast by Consumer Demographics & Behaviour

20.1 Australia Loyalty Spend Share by Age Group, 2023

20.2 Australia Loyalty Spend Share by Income Level, 2023

20.3 Australia Loyalty Spend Share by Gender, 2023

21 Further Reading

21.1 About PayNXT360

21.2 Related Research

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Australia Loyalty Programs Market Intelligence and Future Growth Dynamics  
 Databook - 50+ KPIs on Loyalty Programs Trends by End-Use Sectors, Operational  
 KPIs, Retail Product Dynamics, and Consumer Demographics - Q2 2024 Update**

Market Report | 2024-09-11 | 117 pages | PayNxt360

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Price	\$1500.00
	Multi User Price	\$1700.00
	Enterprise User Price	\$1900.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-03"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Signature

An empty rectangular box with a thin black border, intended for a signature.