

**Greece 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 \$1200.00
- Multi User Price \$1400.00
- Enterprise User Price \$1600.00

Report description:

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

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

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

Value Accumulated and Value Redemption Rate of Loyalty programs in Greece

- Greece Loyalty Spend Market Size and Future Growth Dynamics by Functional Domains
 - Loyalty Schemes
 - Loyalty Platforms
- Greece 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

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

- In-Store
- Online
- Mobile

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

- Seller Driven
- Payment Instrument Driven
- Others

- Greece 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

- Greece 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

- Greece 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

www.scotts-international.com

- Greece 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

- Greece 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

- Greece Loyalty Spend Market Size and Future Growth Dynamics by Accessibility
 - Card Based Access
 - Digital Access

- Greece Loyalty Spend Market Size and Future Growth Dynamics by Consumer Type
 - B2C Consumers
 - B2B Consumers

- Greece Loyalty Schemes Spend Market Size and Future Growth Dynamics by Membership Type
 - Free
 - Free + Premium
 - Premium

- Greece Loyalty Platform Spend Market Size and Future Growth Dynamics by Software Use Case
 - Analytics and AI Driven
 - Management Platform

- Greece Loyalty Platform Spend Market Size and Future Growth Dynamics by Vendor/Solution Partner
 - In House
 - Third Party Vendor

- Greece Loyalty Platform Spend Market Size and Future Growth Dynamics by Deployment
 - Cloud
 - On-Premise

- Greece 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

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

--Custom Built Platform

--Off the Shelf Platform

- Greece 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 Greece Retail Sector Market Size Analysis

2.1 Greece Retail Industry Market Size, 2019-2028

2.2 Greece Ecommerce Market Size, 2019-2028

2.3 Greece POS Spend Trend Analysis, 2019-2028

3 Greece Loyalty Spend Market Size and Future Growth Dynamics

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

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

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

3.4 Greece Loyalty Spend by Loyalty Schemes, 2019-2028

3.5 Greece Loyalty Spend by Loyalty Platforms, 2019-2028

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

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

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

4.3 Greece Spend by Tiered Loyalty Program, 2019-2028

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

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

4.6 Greece Spend by Gaming Loyalty Program, 2019-2028

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

4.8 Greece Spend by Subscription Loyalty Program, 2019-2028

4.9 Greece Spend by Community Loyalty Program, 2019-2028

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

4.11 Greece Spend by Paid Loyalty Program, 2019-2028

4.12 Greece Spend by Cashback Loyalty Program, 2019-2028

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

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

5.2 Greece 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 Greece Loyalty Spend by Online, 2019-2028

5.4 Greece Loyalty Spend by Mobile, 2019-2028

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

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

6.2 Greece Loyalty Spend by Seller Driven, 2019-2028

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

6.4 Greece Loyalty Spend by Other Segment, 2019-2028

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

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

7.2 Greece Loyalty Schemes Spend in Retail, 2019-2028

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

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

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

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

7.7 Greece Loyalty Schemes Spend in Telecoms, 2019-2028

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

7.9 Greece Loyalty Schemes Spend in Other, 2019-2028

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

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

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

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

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

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

8.6 Greece Online Loyalty Spend in Telecoms, 2019-2028

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

10.8 Greece 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

www.scotts-international.com

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

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

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

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

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

20.1 Greece Loyalty Spend Share by Age Group, 2023

20.2 Greece Loyalty Spend Share by Income Level, 2023

20.3 Greece 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

www.scotts-international.com

**Greece 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	\$1200.00
	Multi User Price	\$1400.00
	Enterprise User Price	\$1600.00
		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	2025-06-26

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Signature

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com