

**Malaysia 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 Malaysia. Below is a summary of key market segments:

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

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

Value Accumulated and Value Redemption Rate of Loyalty programs in Malaysia

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

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

- In-Store
- Online
- Mobile

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

- Seller Driven
- Payment Instrument Driven
- Others

- Malaysia 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

- Malaysia 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

- Malaysia 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)

-Malaysia 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

- Malaysia 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

- Malaysia Loyalty Spend Market Size and Future Growth Dynamics by Accessibility

- Card Based Access
- Digital Access

- Malaysia Loyalty Spend Market Size and Future Growth Dynamics by Consumer Type

- B2C Consumers
- B2B Consumers

- Malaysia Loyalty Schemes Spend Market Size and Future Growth Dynamics by Membership Type

- Free
- Free + Premium
- Premium

- Malaysia Loyalty Platform Spend Market Size and Future Growth Dynamics by Software Use Case

- Analytics and AI Driven
- Management Platform

- Malaysia Loyalty Platform Spend Market Size and Future Growth Dynamics by Vendor/Solution Partner

- In House
- Third Party Vendor

- Malaysia Loyalty Platform Spend Market Size and Future Growth Dynamics by Deployment

- Cloud
- On-Premise

- Malaysia 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

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

--Custom Built Platform

--Off the Shelf Platform

- Malaysia 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 Malaysia Retail Sector Market Size Analysis

2.1 Malaysia Retail Industry Market Size, 2019-2028

2.2 Malaysia Ecommerce Market Size, 2019-2028

2.3 Malaysia POS Spend Trend Analysis, 2019-2028

3 Malaysia Loyalty Spend Market Size and Future Growth Dynamics

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

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

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

3.4 Malaysia Loyalty Spend by Loyalty Schemes, 2019-2028

3.5 Malaysia Loyalty Spend by Loyalty Platforms, 2019-2028

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

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

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

4.3 Malaysia Spend by Tiered Loyalty Program, 2019-2028

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

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

4.6 Malaysia Spend by Gaming Loyalty Program, 2019-2028

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

4.8 Malaysia Spend by Subscription Loyalty Program, 2019-2028

4.9 Malaysia Spend by Community Loyalty Program, 2019-2028

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

4.11 Malaysia Spend by Paid Loyalty Program, 2019-2028

4.12 Malaysia Spend by Cashback Loyalty Program, 2019-2028

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

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

5.2 Malaysia 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 Malaysia Loyalty Spend by Online, 2019-2028

5.4 Malaysia Loyalty Spend by Mobile, 2019-2028

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

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

6.2 Malaysia Loyalty Spend by Seller Driven, 2019-2028

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

6.4 Malaysia Loyalty Spend by Other Segment, 2019-2028

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

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

7.2 Malaysia Loyalty Schemes Spend in Retail, 2019-2028

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

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

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

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

7.7 Malaysia Loyalty Schemes Spend in Telecoms, 2019-2028

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

7.9 Malaysia Loyalty Schemes Spend in Other, 2019-2028

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

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

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

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

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

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

8.6 Malaysia Online Loyalty Spend in Telecoms, 2019-2028

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

10.8 Malaysia 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 Malaysia Retail Sector Loyalty Schemes Spend Market Size and Future Growth Dynamics
  - 11.1 Malaysia Loyalty Schemes Spend Share by Retail Segments, 2019-2028
  - 11.2 Malaysia Loyalty Retail Schemes Spend by Diversified Retailers, 2019-2028
  - 11.3 Malaysia Loyalty Retail Schemes Spend by Department Stores, 2019-2028
  - 11.4 Malaysia Loyalty Retail Schemes Spend by Specialty Stores, 2019-2028
  - 11.5 Malaysia Loyalty Retail Schemes Spend by Clothing, Footwear & Accessories, 2019-2028
  - 11.6 Malaysia Loyalty Retail Schemes Spend by Toy & Hobby Shops, 2019-2028
  - 11.7 Malaysia Loyalty Retail Schemes Spend by Supermarket and Convenience Store, 2019-2028
  - 11.8 Malaysia Loyalty Retail Schemes Spend by Home Merchandise, 2019-2028
  - 11.9 Malaysia Loyalty Retail Schemes Spend by Other, 2019-2028

- 12 Malaysia Loyalty Schemes Spend Market Size and Future Growth Dynamics by Accessibility
  - 12.1 Malaysia Loyalty Schemes Spend Share by Accessibility, 2023 Vs 2028
  - 12.2 Malaysia Loyalty Spend by Card Based Access, 2019-2028
  - 12.3 Malaysia Loyalty Spend by Digital Access, 2019-2028

- 13 Malaysia Loyalty Schemes Spend Market Size and Future Growth Dynamics by Consumer Type
  - 13.1 Malaysia Loyalty Schemes Spend Share by Consumer Type, 2023 Vs 2028
  - 13.2 Malaysia Loyalty Schemes Spend by B2B Consumers, 2019-2028
  - 13.3 Malaysia Loyalty Spend by B2C Consumers, 2019-2028

- 14 Malaysia Loyalty Schemes Spend Market Size and Future Growth Dynamics by Membership Type
  - 14.1 Malaysia Loyalty Schemes Spend Share by Membership Type, 2019-2028
  - 14.2 Malaysia Loyalty Membership Type Schemes Spend by Free, 2019-2028
  - 14.3 Malaysia Loyalty Membership Type Schemes Spend by Free + Premium, 2019-2028
  - 14.4 Malaysia Loyalty Membership Type Schemes Spend by Premium, 2019-2028

- 15 Malaysia Loyalty Platform Spend Market Size and Future Growth Dynamics by Software Use case
  - 15.1 Malaysia Loyalty Platform Spend Share by Software Use Case, 2023 Vs 2028
  - 15.2 Malaysia Loyalty Software Platform Spend by Analytics and AI Driven, 2019-2028
  - 15.3 Malaysia Loyalty Software Platform Spend by Management Platform, 2019-2028

- 16 Malaysia Loyalty Platform Spend Market Size and Future Growth Dynamics by Vendor/Solution Partner
  - 16.1 Malaysia Loyalty Platform Spend Share by Vendor/Solution Partner, 2023 Vs 2028
  - 16.2 Malaysia Loyalty Vendor/Solution Partner Platform Spend by In House, 2019-2028
  - 16.3 Malaysia Loyalty Vendor/Solution Partner Platform Spend by Third-Party Vendor, 2019-2028

- 17 Malaysia Loyalty Platform Spend Market Size and Future Growth Dynamics by Deployment
  - 17.1 Malaysia Loyalty Platform Spend Share by Deployment, 2023 Vs 2028
  - 17.2 Malaysia Loyalty Deployment Platform Spend by Cloud, 2019-2028
  - 17.3 Malaysia Loyalty Deployment Platform Spend by On-Premise, 2019-2028

- 18 Malaysia Loyalty Spend Market Size and Future Growth Dynamics by Software vs. Services
  - 18.1 Malaysia Loyalty Spend Share by Software vs. Services, 2023 Vs 2028
  - 18.2 Malaysia Loyalty Spend by Software, 2019-2028
  - 18.3 Malaysia 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 Malaysia Loyalty Spend Market Size and Future Growth Dynamics by Custom vs. Off the Shelf Software Platforms

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

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

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

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

20.1 Malaysia Loyalty Spend Share by Age Group, 2023

20.2 Malaysia Loyalty Spend Share by Income Level, 2023

20.3 Malaysia 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)

**Malaysia 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="2026-03-05"/>

**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.