

Nigeria 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

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Report description:

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

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

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

Value Accumulated and Value Redemption Rate of Loyalty programs in Nigeria

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

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

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

- In-Store
- Online
- Mobile

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

- Seller Driven
- Payment Instrument Driven
- Others

- Nigeria 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

- Nigeria 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

- Nigeria 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

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- Nigeria Loyalty Spend Market Size and Future Growth Dynamics in Key Sectors by Mobile App
 - Retail
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 - Healthcare & Wellness
 - Restaurants & Food Delivery
 - Travel & Hospitality (Cabs, Hotels, Airlines)
 - Telecoms
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 - Others

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 - Cloud
 - On-Premise

- Nigeria Loyalty Spend Market Size and Future Growth Dynamics by Loyalty Platforms
 - Software

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--Services

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

--Custom Built Platform

--Off the Shelf Platform

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

--By Age Group

--By Income Level

--By Gender

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