

**Africa & Middle East 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 | 936 pages | PayNxt360

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**Report description:**

Country reports in this bundled offering provide in-depth analysis of loyalty programs. Below is a summary of key market segments:

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

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

Value Accumulated and Value Redemption Rate of Loyalty programs in

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

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- Mission-driven programs
- Spend-based programs
- Gaming programs
- Free perks programs
- Subscription programs
- Community programs
- Refer a friend program
- Paid programs
- Cashback programs

- Loyalty Spend Market Size and Future Growth Dynamics by Channel

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- Online
- Mobile

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

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- Payment Instrument Driven
- Others

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- Travel & Hospitality (Cabs, Hotels, Airlines)
- Telecoms
- Media & Entertainment
- Others

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- Healthcare & Wellness
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- Travel & Hospitality (Cabs, Hotels, Airlines)
- Telecoms
- Media & Entertainment
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- Travel & Hospitality (Cabs, Hotels, Airlines)
- Telecoms

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--Media & Entertainment

--Others

- 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

- Loyalty Spend Market Size and Future Growth Dynamics by Retail

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  - By Gender

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4. Nigeria Loyalty Programs Market Intelligence and Future Growth Dynamics (Databook)
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