

Egypt Loyalty Programs Market Intelligence and Future Growth Dynamics - 50+ KPIs on Loyalty Programs Trends by End-Use Sectors, Operational KPIs, Retail Product Dynamics, and Consumer Demographics - Q1 2025 Update

Market Report | 2025-02-01 | 130 pages | PayNxt360

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Report description:

According to PayNXT360, loyalty market in Egypt is expected to grow by 18.8% on annual basis to reach US\$302.6 million in 2025.

In value terms, the loyalty market in the country has recorded a CAGR of 20.3% during 2020-2024. The loyalty market in the country will continue to grow over the forecast period and is expected to record a CAGR of 16.2% during 2025-2029. Loyalty market in the country is expected to increase from US\$254.8 million in 2024 to reach US\$551.8 million by 2029.

This report provides a detailed data-centric analysis of the loyalty market opportunities and risks across a range of end-use sectors and market segments in Egypt. With over 50 KPIs at the country level, this report provides a comprehensive understanding of loyalty market dynamics, market size and forecast, and market share statistics.

PayNXT360's research methodology is based on industry best practices. Its unbiased analysis leverages a proprietary analytics platform to offer a detailed view on emerging business and investment market opportunities.

Key Insights

Digital and mobile loyalty platforms are becoming the primary mode of engaging customers in Egypt. With rising smartphone penetration and a growing preference for digital transactions, companies are transitioning from traditional card-based loyalty systems to mobile applications and digital wallets. For instance, Vodafone Egypt's loyalty program "Vodafone Cash" leverages mobile payments while offering cashback and points to retain users.

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- Growing smartphone penetration: As of 2023, smartphone penetration in Egypt surpassed 60%, supported by more affordable devices and increased internet accessibility.
- E-commerce growth: The e-commerce market in Egypt has grown significantly, with platforms like Jumia and Noon integrating loyalty points to encourage repeat purchases.
- Preference for convenience: Consumers increasingly expect seamless integration of loyalty benefits, which digital platforms offer, within their daily lives.
- This trend is expected to intensify as Egypt's younger, tech-savvy population drives demand for digital-first solutions. Mobile loyalty programs are likely to become standard across telecommunications, retail, and banking sectors. However, companies must address challenges like digital literacy in rural areas to fully capitalize on this trend.

Personalization Through Data Analytics

Egyptian businesses are utilizing data analytics to deliver personalized loyalty experiences. This involves tailoring rewards and promotions to individual preferences. For instance, Carrefour Egypt uses its loyalty program to analyze customer purchasing habits and offer personalized discounts on frequently purchased items.

- Expansion of retail chains: Large retailers like Carrefour and HyperOne generate significant transactional data, enabling detailed customer insights.
- Improved access to AI tools: Advances in data analytics tools and their affordability have made personalized campaigns more accessible for businesses of all sizes.
- Customer expectations: Egyptian consumers are increasingly influenced by brands that understand their preferences, especially in competitive sectors like retail and telecommunications.
- As businesses refine their data collection strategies, personalization in loyalty programs will become more sophisticated. This could lead to higher customer satisfaction and retention. However, data privacy concerns might grow, necessitating compliance with emerging regulations.

Gamification in Loyalty Programs

Gamification is being incorporated into loyalty programs to drive customer engagement in Egypt. Examples include point-based challenges and rewards for repeated purchases. Fawry, Egypt's leading electronic payment platform, introduced gamified features in its loyalty system, encouraging users to reach specific milestones for rewards.

- Engagement demand: Younger demographics who are familiar with gaming find gamification appealing.
- Competition in fintech: Companies like Fawry and Paymob leverage gamification to differentiate themselves in a crowded digital payments market.
- Social media influence: Gamified elements shared on social platforms amplify the reach and adoption of loyalty programs.
- The gamification trend is likely to grow, especially in fintech and retail. Companies will increasingly invest in creative and interactive loyalty designs. However, oversaturation with complex gamified programs could lead to customer fatigue, requiring careful balancing.

Expansion of Coalition Loyalty Programs

Coalition loyalty programs, where multiple brands collaborate on a single platform, are gaining traction in Egypt. Programs like "Masary" allow customers to earn and redeem points across various partners, including supermarkets, pharmacies, and fuel stations.

- Cross-industry partnerships: Businesses recognize the value of pooling customer bases to increase the attractiveness of their programs.
- Cost-efficiency: Shared program costs make coalition loyalty more appealing, especially for SMEs.
- Urban mobility growth: With rising urbanization, consumers in metropolitan areas value loyalty programs that provide benefits

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across multiple sectors.

- Adopting coalition programs will expand further as businesses seek collaborative growth opportunities. However, ensuring equitable value-sharing among partners will be critical to sustaining these programs.

Sustainability-Driven Rewards

Egypt's Loyalty programs incorporate sustainability as a key element, offering rewards for eco-conscious behaviors. For instance, startups promoting sustainable products provide loyalty points for purchasing eco-friendly items or using reusable packaging.

- Global sustainability movement: International trends in sustainability have influenced Egyptian businesses to align with eco-friendly practices.
- Government initiatives: Egypt's government emphasizes environmental responsibility, as seen in its hosting of COP27.
- Consumer preferences: Young, urban consumers show increasing awareness and preference for brands with sustainable practices.
- This trend will likely intensify as businesses integrate sustainability into their value proposition. The challenge will be balancing the cost of sustainable initiatives with consumer affordability, particularly in price-sensitive markets.

Table of Contents:

1 About this Report

1.1 Summary

1.2 Methodology

1.3 Definitions

1.4 Disclaimer

2 Egypt Retail Sector Market Size Trend Analysis

2.1 Egypt Retail Industry Market Size, 2020-2029

2.2 Egypt Ecommerce Market Size, 2020-2029

2.3 Egypt POS Market Size Trend Analysis, 2020-2029

3 Egypt Loyalty Spend Market Size and Future Growth Dynamics

3.1 Egypt Loyalty Spend Market Size and Future Growth Dynamics, 2020-2029

3.2 Egypt Loyalty Spend on Schemes by Value Accumulated and Value Redemption Rate, 2024

3.3 Egypt Loyalty Spend Share by Functional Domains, 2020-2029

3.4 Egypt Loyalty Spend by Loyalty Schemes, 2020-2029

3.5 Egypt Loyalty Spend by Loyalty Platforms, 2020-2029

4 Egypt Loyalty Programs Sector Insights and Outlook: Trends, Strategy, and Competitive Landscape

4.1 Analysis of Key Trends and Drivers

4.2 Competitive Landscape of Loyalty Programs in Egypt

4.3 Strategy and Innovation in Loyalty Programs Egypt

5 Egypt Loyalty Schemes Spend Market Size and Future Growth Dynamics by Loyalty Program Type

5.1 Egypt Loyalty Schemes Spend Share by Loyalty Program Type, 2024

5.2 Egypt Spend by Point-based Loyalty Program, 2020-2029

5.3 Egypt Spend by Tiered Loyalty Program, 2020-2029

5.4 Egypt Spend by Mission-driven Loyalty Program, 2020-2029

5.5 Egypt Spend by Spend-based Loyalty Program, 2020-2029

5.6 Egypt Spend by Gaming Loyalty Program, 2020-2029

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- 5.7 Egypt Spend by Free Perks Loyalty Program, 2020-2029
- 5.8 Egypt Spend by Subscription Loyalty Program, 2020-2029
- 5.9 Egypt Spend by Community Loyalty Program, 2020-2029
- 5.10 Egypt Spend by Refer a Friend Loyalty Program, 2020-2029
- 5.11 Egypt Spend by Paid Loyalty Program, 2020-2029
- 5.12 Egypt Spend by Cashback Loyalty Program, 2020-2029

6 Egypt Loyalty Schemes Spend Market Size and Future Growth Dynamics by Channel

- 6.1 Egypt Loyalty Schemes Spend Share by Channel, 2020-2029
- 6.2 Egypt Loyalty Spend by In-Store, 2020-2029
- 6.3 Egypt Loyalty Spend by Online, 2020-2029
- 6.4 Egypt Loyalty Spend by Mobile, 2020-2029

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

- 7.1 Egypt Loyalty Schemes Spend Share by Business Model, 2020-2029
- 7.2 Egypt Loyalty Spend by Seller Driven, 2020-2029
- 7.3 Egypt Payment Instrument Driven Loyalty Program Spend, 2020-2029
- 7.4 Egypt Loyalty Spend by Other Segment, 2020-2029

8 Egypt Loyalty Schemes Spend Market Size and Future Growth Dynamics by Key Sectors

- 8.1 Egypt Loyalty Schemes Spend Share by Key Sectors, 2024 & 2029
- 8.2 Egypt Loyalty Schemes Spend in Retail, 2020-2029
- 8.3 Egypt Loyalty Schemes Spend in Financial Services, 2020-2029
- 8.4 Egypt Loyalty Schemes Spend in Healthcare & Wellness, 2020-2029
- 8.5 Egypt Loyalty Schemes Spend in Restaurants & Food Delivery, 2020-2029
- 8.6 Egypt Loyalty Schemes Spend in Travel & Hospitality (Cabs, Hotels, Airlines), 2020-2029
- 8.7 Egypt Loyalty Schemes Spend in Telecoms, 2020-2029
- 8.8 Egypt Loyalty Schemes Spend in Media & Entertainment, 2020-2029
- 8.9 Egypt Loyalty Schemes Spend in Other, 2020-2029

9 Egypt Loyalty Schemes Spend in Key Sectors by Online Channel, 2024 & 2029

- 9.1 Egypt Online Loyalty Spend in Retail Segment, 2020-2029
- 9.2 Egypt Online Loyalty Spend in Financial Services, 2020-2029
- 9.3 Egypt Online Loyalty Spend in Healthcare & Wellness, 2020-2029
- 9.4 Egypt Online Loyalty Spend in Restaurants & Food Delivery, 2020-2029
- 9.5 Egypt Online Loyalty Spend in Travel & Hospitality (Cabs, Hotels, Airlines), 2020-2029
- 9.6 Egypt Online Loyalty Spend in Telecoms, 2020-2029
- 9.7 Egypt Online Loyalty Spend in Media & Entertainment, 2020-2029
- 9.8 Egypt Online Loyalty Spend in Other Segment, 2020-2029

10 Egypt In-store Loyalty Spend in Key Sectors, 2024 & 2029

- 10.1 Egypt In-store Loyalty Spend in Retail Segment, 2020-2029
- 10.2 Egypt In-store Loyalty Spend in Healthcare & Wellness Segment, 2020-2029
- 10.3 Egypt In-store Loyalty Spend in Restaurants & Food Delivery Segment, 2020-2029
- 10.4 Egypt In-store Loyalty Spend in Travel & Hospitality (Cabs, Hotels, Airlines) Segment, 2020-2029
- 10.5 Egypt In-store Loyalty Spend in Media & Entertainment Segment, 2020-2029
- 10.6 Egypt In-store Loyalty Spend in Other Sector, 2020-2029

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- 11 Egypt Mobile App Loyalty Schemes Spend in Key Sectors, 2024 Vs 2029
 - 11.1 Egypt Mobile App Loyalty Spend in Retail Segment, 2020-2029
 - 11.2 Egypt Mobile App Loyalty Spend in Financial Services Segment, 2020-2029
 - 11.3 Egypt Mobile App Loyalty Spend in Healthcare & Wellness Segment, 2020-2029
 - 11.4 Egypt Mobile App Loyalty Spend in Restaurants & Food Delivery Segment, 2020-2029
 - 11.5 Egypt Mobile App Loyalty Spend in Travel & Hospitality (Cabs, Hotels, Airlines) Segment, 2020-2029
 - 11.6 Egypt Mobile App Loyalty Spend in Telecoms Segment, 2020-2029
 - 11.7 Egypt Mobile App Loyalty Spend in Media & Entertainment Segment, 2020-2029
 - 11.8 Egypt Mobile App Loyalty Spend in Other Segment, 2020-2029
- 12 Egypt Retail Sector Loyalty Schemes Spend Market Size and Future Growth Dynamics
 - 12.1 Egypt Loyalty Schemes Spend Share by Retail Segments, 2020-2029
 - 12.2 Egypt Loyalty Retail Schemes Spend by Diversified Retailers, 2020-2029
 - 12.3 Egypt Loyalty Retail Schemes Spend by Department Stores, 2020-2029
 - 12.4 Egypt Loyalty Retail Schemes Spend by Specialty Stores, 2020-2029
 - 12.5 Egypt Loyalty Retail Schemes Spend by Supermarket and Convenience Store, 2020-2029
 - 12.6 Egypt Loyalty Retail Schemes Spend by Other, 2020-2029
- 13 Egypt Loyalty Schemes Spend Market Size and Future Growth Dynamics by Digital vs. Card-based
 - 13.1 Egypt Loyalty Schemes Spend Share by Digital vs. Card-based, 2024 Vs 2029
 - 13.2 Egypt Loyalty Spend by Card Based Access, 2020-2029
 - 13.3 Egypt Loyalty Spend by Digital Access, 2020-2029
- 14 Egypt Loyalty Schemes Spend Market Size and Future Growth Dynamics by Consumer Type
 - 14.1 Egypt Loyalty Schemes Spend Share by Consumer Type, 2024 Vs 2029
 - 14.2 Egypt Loyalty Schemes Spend by B2B Consumers, 2020-2029
 - 14.3 Egypt Loyalty Spend by B2C Consumers, 2020-2029
- 15 Egypt Loyalty Schemes Spend Market Size and Future Growth Dynamics by Membership Type
 - 15.1 Egypt Loyalty Schemes Spend Share by Membership Type, 2020-2029
 - 15.2 Egypt Loyalty Membership Type Schemes Spend by Free, 2020-2029
 - 15.3 Egypt Loyalty Membership Type Schemes Spend by Free + Premium, 2020-2029
 - 15.4 Egypt Loyalty Membership Type Schemes Spend by Premium, 2020-2029
- 16 Egypt Loyalty Spend Share by Embedded vs. Non-Embedded Loyalty Programs, 2020-2029
 - 16.1 Egypt Loyalty Spend by Embedded Loyalty Programs, 2020-2029
 - 16.2 Egypt Loyalty Spend by Non-Embedded Loyalty Programs, 2020-2029
- 17 Egypt Loyalty Spend Share by use of AI, 2020-2029
 - 17.1 Egypt Loyalty Spend by AI Driven Loyalty Program, 2020-2029
 - 17.2 Egypt Loyalty Spend by Blockchain Driven Loyalty Program, 2020-2029
- 18 Egypt Loyalty Platform Spend Market Size and Future Growth Dynamics by Software Use case
 - 18.1 Egypt Loyalty Platform Spend Share by Software Use Case, 2024 Vs 2029
 - 18.2 Egypt Loyalty Software Platform Spend by Analytics and AI Driven, 2020-2029
 - 18.3 Egypt Loyalty Software Platform Spend by Management Platform, 2020-2029

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19 Egypt Loyalty Platform Spend Market Size and Future Growth Dynamics by Vendor/ Solution Partner

19.1 Egypt Loyalty Platform Spend Share by Vendor/ Solution Partner, 2024 Vs 2029

19.2 Egypt Loyalty Vendor/ Solution Partner Platform Spend by In-house, 2020-2029

19.3 Egypt Loyalty Vendor/Solution Partner Platform Spend by Third-Party Vendor, 2020-2029

20 Egypt Loyalty Platform Spend Market Size and Future Growth Dynamics by Deployment

20.1 Egypt Loyalty Platform Spend Share by Deployment, 2024 Vs 2029

20.2 Egypt Loyalty Deployment Platform Spend by Cloud, 2020-2029

20.3 Egypt Loyalty Deployment Platform Spend by On-Premise, 2020-2029

21 Egypt Loyalty Spend Market Size and Future Growth Dynamics by Software vs. Services

21.1 Egypt Loyalty Spend Share by Software vs. Services, 2024 Vs 2029

21.2 Egypt Loyalty Spend by Software, 2020-2029

21.3 Egypt Loyalty Spend by Services, 2020-2029

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

22.1 Egypt Loyalty Spend Share by Custom vs. Off the Shelf Software Platforms, 2024 Vs 2029

22.2 Egypt Loyalty Software Platforms Spend by Custom Built Platform, 2020-2029

22.3 Egypt Loyalty Software Platforms Spend by Off the Shelf Platform, 2020-2029

23 Egypt Loyalty Spend Market Size and Forecast by Consumer Demographics & Behaviour

23.1 Egypt Loyalty Spend Share by Age Group, 2024

23.2 Egypt Loyalty Spend Share by Income Level, 2024

23.3 Egypt Loyalty Spend Share by Gender, 2024

24 Further Reading

24.1 About PayNXT360

24.2 Related Research

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