



**Euromonitor  
International**

# Transforming Loyalty Strategies Through Start-Ups and Fintech Innovation

May 2025

## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

Innovative start-ups and fintech altering the rules of the loyalty game

The next big loyalty disruption: The convergence of payments and loyalty programmes

The size of the prize: Maximising retention and ROI from consumers with 5+ memberships

Five industries set to lead growth in services and channels

The six core domains driving loyalty fintech innovation and solutions

Leveraging AI, data and gamification across funding stages and markets

Loyalty fintech strongholds emerge in the US, UK and China

## CLOSING THE LOYALTY GAP: THE NEXT FRONTIER FOR DIGITAL WALLETS AND BANKS

Enhancing digital wallet loyalty: The need for broader touchpoint integration

Digital loyalty solutions save smaller banks from branch decline

Ant Group powers Southeast Asian wallets for cross-border rewards solution

Modern Woodmen sees surge in engagement with FIS reward integration

Revolut: Powerhouse using points and rewards cards to boost spending and loyalty

Fintech powering tailored and borderless digital loyalty solutions

## RETAIL LOYALTY REWIRED FOR AGENTIC COMMERCE AND ORCHESTRATION PLATFORMS

How tech, finance and agentic commerce are changing the retail loyalty game

Seamless loyalty: The role of orchestration platforms in modern retail loyalty

Loyyo: Seamless digital loyalty without the app

MIL.k Alliance: Bridging the gaps with tokenisation in a very fragmented market

Reactivating engagement: Orchestration meets algorithmic relevance

## SEAMLESS LOYALTY ON THE MENU: START-UPS SHAPING FOODSERVICE

The critical role of loyalty programmes in times of tightened consumer spending

Powering loyalty through integrated, cost-efficient platforms

Blackbird Labs unveils blockchain-powered restaurant rewards platform

Thanx and Square join forces and launch next-gen POS-loyalty integration

Embedded payments as a loyalty engine

## PERSONALISED REWARD SOLUTIONS: KEY TO CAPTURE TRAVEL REBOUND

The travel rebound: Ushering in a new era of loyalty innovation and experiences

Loyalty fuels increased spending on airlines and hotels, raising the stakes

Arcube unplugged: Data-driven loyalty with the help of AI

How Point.me's real-time analysis powers rapid growth

AI powered hyper-personalised rewards solutions define travel industry winners

## CONCLUSION

Recommendations for growth

Evolution of loyalty amid fintech disruption and innovation

Questions we are asking

## APPENDIX

Appendix: Fintech summary by funding, stage and headquarters (1)

Appendix: Fintech summary by funding, stage and headquarters (2)

Appendix: Fintech summary by funding, stage and headquarters (3)

Glossary

## About Euromonitor International

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/transforming-loyalty-strategies-through-start-ups-and-fintech-innovation/report](http://www.euromonitor.com/transforming-loyalty-strategies-through-start-ups-and-fintech-innovation/report).