

# **Vietnam Mobile Payment Market by Type (Proximity Payment and Remote Payment), Mode of Transaction (Short Message Service, Wireless Application Protocol, and Near-Field Communication), End User (Personal and Business), Application (Hospitality & Tourism, Media & Entertainment, Retail, Healthcare, Energy & Utilities, IT & Telecommunication, and Others), and Type of Purchase (Airtime Transfer & Top-Ups, Money Transfers & Payments, Merchandise & Coupons, Travel & Ticketing, and Others): Opportunity Analysis and Industry Forecast, 2020–2027**

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## **Abstracts**

Mobile payment is an alternative method for traditional payment systems where cash, checks or credit cards are the medium of payment. Mobile payments provide customers a way to purchase any good or services with the help of wireless devices such as smartphones, tablets and others. In addition, mobile payments use different technologies such as NFC (Near Field Communication), SMS-based transactional payments and direct mobile billing, for improving the security of the transaction and to provide hassle-free transactions.

The Vietnam mobile payment market is influenced by a number of factors such as increase in penetration of smartphones, growth of the m-commerce industry, development of the fintech & payment industry, and increase in demand for fast &

hassle-free transaction services. However, data breach & security concerns is expected to hamper the market growth during the forecast period. These factors collectively provide opportunities for the market growth. However, each factor has its definite impact on the market.

The Vietnam mobile payment market is categorized based on type, mode of transaction, end user, application, and type of purchase. Depending on type, the market is bifurcated into proximity payment and remote payment. By mode of transaction, it comprises short message service (SMS), near-field communication (NFC), and wireless application protocol (WAP). According to end user, the market is classified into personal and business. The applications covered in the study include hospitality & tourism, media & entertainment, retail, healthcare, energy & utilities, IT & telecommunication, and others. On the basis of type of purchase, it is segmented into airtime transfer & top-ups, money transfers & payments, merchandise & coupons, travel & ticketing, and others.

The key players profiled in the mobile payment market analysis are Movi, M\_Service, National Payment Corporation of Vietnam (NAPAS), NganLuong.vn, OnePAY, Orange, PayPal Holdings, Inc., SohaPay Electronic Payment Tool, VietUnion Online Services Corporation (Payoo), and VNG Corp.

#### Key benefits for stakeholders

The study provides an in-depth analysis of the Vietnam mobile payment market along with the current & future trends to elucidate the imminent investment pockets.

Information about key drivers, restrains, and opportunities and their impact analysis on the market size is provided in the report.

Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.

The quantitative analysis of the Vietnam mobile payment market from 2020 to 2027 is provided to determine the market potential.

#### Key market segments

## By Type

Proximity Payment

Remote Payment

## By Mode of Transactions

Short Message Service

Wireless Application Protocol

Near-Field Communication

## By End User

Personal

Business

## By Application

Hospitality & Tourism

Media & Entertainment

Retail

Healthcare

Energy & Utilities

IT & Telecommunication

Others

## By Type of Purchase

Airtime Transfer & Top-Ups

Money Transfers & Payments

Merchandise & Coupons

Travel & Ticketing

Others

## KEY MARKET PLAYERS

Movi

M\_Service

National Payment Corporation of Vietnam (NAPAS)

NganLuong.vn

OnePAY

Orange

PayPal Holdings, Inc.

SohaPay Electronic Payment Tool

VietUnion Online Services Corporation (Payoo)

VNG Corp.

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