

Global Mobile Money Industry Prospects till 2019 - Emergence of Disruptive Solutions and Governmental Support to Drive Growth

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Abstracts

The report titled “Global Mobile Money Industry Prospects till 2019 – Emergence of Disruptive Solutions and Governmental Support to Drive Growth” provides an in-depth analysis of the Global Mobile Money Industry. The report covers specific insights on the market size in terms of value, segmentation by geography and by m-wallet, MPOS, M-banking and M-payment segmentation of major countries along with the drivers and restraints, recent trends and developments, government regulations and future outlook of the mobile money Industry at the global level. The report also entails a detailed description of the prominent and emerging geographic markets of the region including Asia Pacific, Africa, Latin America, Europe and Middle East.

GLOBAL SCENARIO

The mobile money industry across the world has been continuously growing and expanding across various regions. The global mobile money market was estimated to be USD ~ billion, in terms of value of transactions taking place in 2014. The market has expanded at an outstanding CAGR of ~% over the period of 2008-2014. The mobile payments industry is a complex industry which includes a number of stakeholders. The rising ownership of smart phones across the developing and developed markets has facilitated the growth of mobile payment solutions across the world. The total value of mobile transactions processed throughout the world is expected to escalate to USD ~ billion in 2019 surging at a CAGR of 122.2% over the period of 2015-2019. The massive increase in the payments, remittance and banking value is anticipated to be driven by Asia-Pacific region, with countries including China and India.

ASIA PACIFIC

The mobile payments market in Asia Pacific region is relatively varied and highly fragmented. The mobile money industry in China has showcased a magnificent growth over the span of last few years. India has an evolving landscape in terms of mobile money market which is characterized with fragmentation in the number and nature of services provided. Japan was the pioneer country which has had a long history of mobile payments. The transactions value for mobile payments and m-wallet industry in Asia Pacific is expected to reach USD ~ billion by the end of 2019. The industry size is estimated to grow at a CAGR of 174.8% over the period of 2015-2019. The maximum growth is to be reflected by China and India.

AFRICA

East Africa leads the mobile payments industry in Africa with a share of ~% in terms of the overall transacted value, as recorded in 2014. Kenya is the largest market in this region which noted USD ~ billion (KSH ~ billion) of mobile payments in 2013. Other prominent nations of this region include Uganda, Tanzania, Malawi, Mauritius, Zambia and Zimbabwe. Tanzania is amongst one of the fastest growing mobile payments markets in East Africa. The mobile money in Africa is expected to grow by leaps and bounds over the period of next five years (2015-2019).

NORTH AMERICA

North America is a developed market which has over 100% penetration of mobile phones and diverse mobile service offerings. The US has been the dominant contributor in the North American mobile payments landscape over the period of 2011-2014. Debit cards, bank accounts and credit cards constitute the most commonly used methods for making mobile payments in the US and Canada. The future of the North America mobile payments industry is highly optimistic for the next five years. The mobile transactions are expected to reach USD ~ billion by 2019, pushed forward by the impressive growth in both remote and proximity mobile payments.

EUROPE

The European region comprises of approximately 50 countries and dependent territories and therefore is an ostensibly fragmented region which makes it an intricate environment. Mobile industry in Europe is amongst the most successful ones in the world and has maintained a strong track record in the development of innovative services. Western region, including countries such as the UK, Germany, Spain, France,

Italy and others have accounted for a higher share in the overall value of mobile-based transactions historically. Europe is an evolved market which has a host of alternative cash payments services. In the next five years, the mobile payments market is expected to transcend to USD ~ billion by 2019, moving at a CAGR of 57.9% over the period of 2014-2019.

LATIN AMERICA

The mobile money market in Latin America is still in its initial stages, characterized by low awareness levels amongst the people. The mobile payments and m-wallet market in Latin America is expected to register rapid growth in near term. The mobile payments and m-wallet market in Latin America is expected to reach USD ~ billion by the end of 2019 in terms of transactions value.

MIDDLE EAST

The mobile payments market in Middle East is relatively niche, characterized by a low rate of adoption. Remittance has accounted for a predominant share in the overall transactions through mobiles in majority of the countries in the Middle East region over the years. The mobile payments and m-wallet market in Middle East is projected to witness rapid growth in the coming years, mainly bolstered by an increasing interest among the masses. Overall, the mobile payments and m-wallet market in the region is expected to grow to USD 55.8 billion by 2018, surging at a CAGR of ~% during the period 2014-2019.

KEY TOPICS COVERED IN THE REPORT:

The market size of the Global Mobile Money Market by Transaction Value

Global Market Segmentation by Geographies covering Asia Pacific, Africa, North America,

Future Outlook of Global Mobile Money Payment Industry

The market size of the Asia Pacific Mobile Money Payment Market, segmentation, trends and developments and future outlook.

The market size of the Africa Mobile Money Payment Market, segmentation, trends and developments and future outlook.

The market size of the North America Mobile Money Payment Market, segmentation, trends and developments and future outlook.

The market size of the Europe Mobile Money Payment Market, segmentation, trends and developments and future outlook.

The market size of the Latin America Mobile Money Payment Market, segmentation, trends and developments and future outlook.

The market size of the Middle East Mobile Money Payment Market, segmentation, trends and developments and future outlook.

Growth Drivers and Restraints, Comparative analysis of Developed and Developing regions, Business Models, SWOT analysis

Company and Product Profiles of Major Players in the Mobile Money Market in Different regions

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