

North America Mobile Money Industry Review to 2019 - Driven by Collaborations and Increasing Interest in NFC Payments

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Abstracts

The Report titled “North America Mobile Money Industry Review to 2019 - Driven by Collaborations and Increasing Interest in NFC Payments” provides an in-depth analysis of the Mobile Money Industry and covers specific insights on the market size in terms of global mobile money market value, region and product wise segmentation, value chain analysis, business models, recent trends and developments and future outlook of the mobile money Industry at the global and regional level. The report also entails a description of the prominent and emerging geographic markets of the region including the US and Canada.

The value of the mobile money transactions in North America has expanded at a CAGR of 35.8% over the period of 2009-2014. The numbers have escalated from USD ~ billion in 2014, growing from just USD ~ billion in 2009. North America mobile payment market is extremely fragmented featured with technological splits and battling business models. The mobile transactions are gaining crucial momentum in the market although the initial uptake of the mobile payment services in the region was less aggressive as compared to the European markets.

The mobile payments service sector is still in the initial growth stages in this region and has started picking up only recently in the US with the launch of Apple Pay in October, 2014. The growth of mobile payments has long been withheld by the slow pace of NFC adoption and adversarial negotiations among various stakeholders which failed to reach to a consensus on a possible deployment strategy. This has led to the influx of diverse and competing technological payment options which has made the landscape of mobile payments extremely cluttered. The rising interest shown by Canadian mobile subscribers is anticipated to provide impetus to the mobile payments market in Canada,

where many pilot models are being tested for the commercial launch of the mobile payment services. The mobile money market in Canada is relatively very small as compared to the US.

The increasing popularity of NFC, primarily backed by the products such as Google Wallet, Softcard and others will also help in surging the market value of mobile payments and m-wallet industry in the coming years. The market is expected to establish itself supported by the necessary infrastructure deployment of POS terminals by major retail outlets in the countries. With the rise in the adoption of NFC mobile payments, it is expected that paradigm behind the increase in payment volumes and operational efficiencies brought about by NFC-capable point-of-sale readers will be able to offset the investment on setting up this infrastructure.

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, Latin America and Middle East

The market size of the North America Mobile Money Payment Market by transaction value

Market Segmentation of North America mobile money market by countries, source of funding, remote and proximity payments, macro and micropayments, and purpose of payments

Market Size of the US Mobile Money Industry by Transaction Value

Market Segmentation of the US Mobile Money Industry by source of funding, remote and proximity payments and macro and micropayments

Consumer Profile and Usage Patterns of Mobile Money in the US

Overview and Market Size of Mobile Money Industry in Canada

Trends and Developments in the US and North America, Business models and Value Chain Analysis

Competitive Landscape of major players in North America and product profiles of major offerings

Future Outlook and Projections of the US and North America Mobile Money Industry

Contents

1. GLOBAL MOBILE MONEY INDUSTRY

1.1. Global Mobile Money Market Size and Segmentation

By Transaction Value, 2008-2014

By Number of Transactions, 2009-2014

By Number of Accounts, 2011-2014

Market Segmentation by Regions, 2009-2014

2. NORTH AMERICA MOBILE MONEY INDUSTRY

2.1. Introduction and Market Size, 2009-2014

2.2. Value Chain Analysis in Mobile Money Market

2.2.1. Mobile Money Industry Participants

2.2.1.1. Supply Side

Mobile Network Operators

Device Manufacturers and Mobile Operating System Providers

Financial Institutions

Payment Network

2.2.1.2. Demand Side

Merchants

Customers

3. FINANCIAL REGULATIONS, LICENSING RULES, MOBILE PAYMENT STANDARDS

4. BUSINESS MODELS IN MOBILE MONEY INDUSTRY

4.1. Bank-Centric Model

4.2. Collaboration Model

4.3. Operator-Centric Model

4.4. Peer-to-Peer Model

5. NORTH AMERICA MOBILE MONEY INDUSTRY SEGMENTATION

5.1. By Countries, 2011-2014

5.2. By Source of Funding, 2013

5.3. By Remote and Proximity payments, 2009-2014

5.3.1. North America Remote Payments Market Segmentation by Mode of Payment-SMS, USSD and Web-Based Payments, 2014

5.3.2. North America Proximity Payments Market Segmentation By Technology-Barcode, NFC, QR Code, mPOS and Others, 2011-2014

5.4. By Purpose of Payments, 2014

5.5. By Macro and Micro Payments, 2014

6. KEY CONCERNS

6.1. Supply Side

Absence of Definite Global Standards

Problems of Interoperability and Partnership Issues

Higher Capital Requirements and Deployment Issues

6.2. Demand Side

Lack of Government Authorization

Consumer Confidence Issues

Low Consumer Awareness and Understanding

7. THE US MOBILE MONEY INDUSTRY

7.1. Introduction and Market Size, 2011-2014

7.2. The US Mobile Money Industry Market Segmentation

7.2.1. By Source of Funding, 2013-2014

7.2.2. By Remote and Proximity Payments, 2011-2014

7.2.3. By Micro and Macro Payments, 2012 -2014

7.3. Consumers' Use of Mobile Financial Services -Survey Results

Mobile Banking

Mobile Payments

M-POS Mobile Payments

7.4. Future Outlook and Projections, FY'2015-FY'2019

8. CANADA MOBILE MONEY INDUSTRY OVERVIEW AND FUTURE OPPORTUNITIES

9. TRENDS AND DEVELOPMENTS IN NORTH AMERICA MOBILE MONEY INDUSTRY

Increasing Interest of Various Stakeholders

Evolution of Disruptive Deployment strategies

M-commerce to Drive Growth
Growing Penetration of P2P M-Payments
Increasing government Regulations

10. COMPETITIVE LANDSCAPE OF MAJOR PLAYERS IN NORTH AMERICA MOBILE MONEY INDUSTRY

11. GLOBAL PRODUCT PROFILES

11.1. Google Wallet

11.1.1. Company Overview: Google

Google Wallet

11.1.2. Business Model of Google Wallet

11.1.3. Revenue Model of Google Wallet

11.1.4. Security Features

Privacy Concerns

11.1.5. SWOT Analysis of Google Wallet

11.2. Apple Pay

11.2.1. Company Overview: Apple Inc.

Apple Pay

11.2.2. Business Model of Apple Pay

11.2.3. Revenue Model of Apple Pay

11.2.4. Security Features

Privacy Concerns

11.2.5. Analysis of Apple Pay

Pros

Cons

11.3. PayPal

11.3.1. Company Overview- eBay and PayPal

11.3.2. PayPal Mobile Express Checkout, App and PayPal Here

11.3.3. Revenue and Business Model

11.3.4. Security and Privacy Features

11.3.5. Strengths and Weaknesses

11.4. Vodafone

M-Pesa

11.4.1. Business and Revenue Model

11.4.2. Security and Privacy Features

11.4.3. Strengths and Weakness

12. NORTH AMERICA MOBILE MONEY MARKET FUTURE

- 12.1. Cause and Effect Relationship Analysis of North America Mobile Money Industry
- 12.2. Future Outlook and Projections, 2015-2019

13. MACROECONOMIC FACTORS AFFECTING THE GLOBAL MOBILE MONEY MARKET

- 13.1. Mobile Subscriptions in the World, 2008-2018
- 13.2. Gross Domestic Output in the World, 2008-2018
- 13.3. Active Mobile Broadband Subscriptions, 2008-2018
- 13.4. Shipments of NFC-enabled Mobile Phones, 2008-2018
- 13.5. Global International Remittance Market, 2008-2018

14. APPENDIX

- 14.1. Market Definition
- 14.2. Abbreviations
- 14.3. Research Methodology
 - Data collection Methods
 - Approach
 - Variables (Independent and Dependent)
 - Multi Factor Based Sensitivity Model
 - Final Conclusion
- 14.4. Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: Structure and Market Size of Global Mobile Money Industry in USD Billion, 2014

Figure 2: Global Alternative Payments Industry Segmentation by Services on the Basis of Transaction Value in Percentage, 2013

Figure 3: Share of Mobile Payments in Global Payments Transactions in Percentage, 2012-2013

Figure 4: Global Mobile Money Market Size on the Basis of Transaction Value in USD Billion and Growth Rate in Percentage, 2008-2014

Figure 5: Global Mobile Money Market Size on the Basis of Number of Transactions in Million and Growth Rate in Percentage, 2009-2014

Figure 6: Global Mobile Money Industry Size on the Basis of Registered Mobile Money Accounts, 2011-2014

Figure 7: Use of Mobile Banking in North America by the US and Canada in Percentage, as of December 2013

Figure 8: North America Mobile Money Market Size on the Basis of Transaction Value in USD Billion and Growth Rate in Percentage, 2009-2014

Figure 9: Value Chain of M-Payments Industry

Figure 10: Mobile Payment Processing Value Chain

Figure 11: Bank-Centric Business Model of Mobile Payments

Figure 12: Collaboration Model of Mobile Payments

Figure 13: Operator Centric Model of Mobile Payments

Figure 14: Peer-to-Peer Model of Mobile Payments

Figure 15: North America Mobile Money Market Segmentation by Remote and Proximity Payments on the Basis of Transactions Value in Percentage, 2009-2014

Figure 16: North America Remote Mobile Payments Market Segmentation by Mode of Payment on the Basis of Transacted Value in Percentage, 2014

Figure 17: North America Proximity Mobile Payments Market Segmentation by Technology on the Basis of Transacted Value in Percentage, 2011-2014

Figure 18: The US Mobile Money Market Size on the Basis of Transaction Value in USD Billion, 2011-2014

Figure 19: The US Mobile Money Market Segmentation by Remote and Proximity Payments on the Basis of Transactions Value in Percentage, 2011-2014

Figure 20: The US Mobile Money Market Segmentation by Micro-Payments and Macro-Payments on the Basis of Transacted Volume in Percentage, 2012-2013

Figure 21: Mobile Banking Activities by Percentage of Mobile Banking Users, 2013

Figure 22: Mobile Payment Activities in the US by Percentage of Mobile Payment Users, 2013

Figure 23: Mobile Payment Activities in the US by Percentage of Smartphone Users, 2013

Figure 24: Source of Funding of Mobile Payments in the US by Percentage of Users, 2013

Figure 25: Percentage of Smartphones Owners in the US making mPOS Transactions, 2011-2013

Figure 26: The US Mobile Money Market Future Projections on the Basis of Transaction Value in USD Billion and Growth Rate in Percentage, 2015-2019

Figure 27: Canada Mobile Money Market Size on the Basis of Transaction Value in USD Million, 2011-2014

Figure 28: Business Model of Google Wallet and Participating Entities

Figure 29: Business and Revenue Model of Apple Pay

Figure 30: Total Volume of Mobile Payments Processed by PayPal in USD Million 2008-2013

Figure 31: Operational Model of PayPal

Figure 32: Operational Model of M-Pesa

Figure 33: North America Mobile Money Market Future Projections on the Basis of Transaction Value in USD Billion and Growth Rate in Percentage, 2015-2019

Figure 34: Global Mobile Money Market Future Projections on the Basis of Transaction Value in USD Billion, 2015-2019

Figure 35: Global Mobile Cellular Subscriptions in Billion, 2008-2018

Figure 36: Global Smartphone Shipments in Million, 2009-2013

Figure 37: Global Gross Domestic Output in USD Billion, 2008-2018

Figure 38: Global Active Mobile-Broadband Subscriptions in Billion, 2008-2018

Figure 39: Global NFC-enabled Mobile Phones Shipments in Million, 2008-2018

Figure 40: Global Remittance Market Size by Transaction Volume in USD Billion, 2008-2018

List Of Tables

LIST OF TABLES

Table 1: Global Mobile Money Market Segmentation by Regions on the Basis of Number of Registered Mobile Money Accounts in Percentage and Million, 2013

Table 2: Global Mobile Money Market Segmentation by Regions on the Basis of Transactions Value in Percentage, 2009-2014

Table 3: Global Mobile Money Market Segmentation by Region on the Basis of Transactions Value in USD Billion, 2009-2014

Table 4: Relationship Models Existing in Mobile Money Industry

Table 5: Analysis of Bank-Centric Model with Respect to Stakeholders

Table 6: Analysis of Collaboration Model with Respect to Stakeholders

Table 7: Analysis of Operator-Centric Model with Respect to Stakeholders

Table 8: Analysis of Peer-to-Peer Model with Respect to Stakeholders

Table 9: North America Mobile Money Market Segmentation by Countries on the Basis of Transacted Value in Percentage, 2011-2014

Table 10: North America Mobile Money Market Segmentation by Countries on the Basis of Transacted Value in USD Billion, 2011-2014

Table 11: North America Mobile Money Industry Segmentation by Source of Funding on the Basis of Transacted Value in Percentage and USD Billion, 2013

Table 12: North America Mobile Money Market Segmentation by Remote and Proximity Payments on the Basis of Transacted Value in USD Million, 2009-2014

Table 13: North America Remote Mobile Payments Market Segmentation by Mode of Payment on the Basis of Transacted Value in USD Million, 2014

Table 14: North America Proximity Mobile Payments Market Segmentation by Technology on the Basis of Transacted Value in USD Million, 2011-2014

Table 15: North America Mobile Money Market Segmentation by Purpose on the Basis of Transacted Value in USD Million and Contribution in Percentage, 2014

Table 16: North America Mobile Money Market Segmentation by Macro and Micro Payments on the Basis of Transacted Value in USD Million and Contribution in Percentage, 2013

Table 17: The US Mobile Money Market Segmentation by Source of Funding on the Basis of Transactions Value in Percentage, 2013-2014

Table 18: The US Mobile Money Market Segmentation by Source of Funding on the Basis of Transactions Value in USD Billion, 2013-2014

Table 19: The US Mobile Money Market Segmentation by Location on the Basis of Transacted Value in USD Million, 2011-2013

Table 20: The US Mobile Proximity Payments Market Segmentation by Technology on

the Basis of Transacted Volume in Percentage, 2014

Table 21: Percentage of Users using Mobile Banking Services in the US by Type of Mobile Phones, 2011-2013

Table 22: Use of Mobile Banking Across by People by Different Age Groups -in the US in Percentage of Users, 2012-2013

Table 23: Percentage of Users using Mobile Payments in the US by Type of Mobile Phones, 2011-2013

Table 24: Use of Mobile Payments across Different Age-Categories in Percentage of Users, 2012-2013

Table 25: Use of Different Technologies for mPOS Transactions by the US Citizens as Percentage of Smartphones Users, 2013

Table 26: Use of Different Mobile POS Services in the US by Percentage of Users, 2013

Table 27: Major Mobile Wallets in North American Mobile Payments Industry

Table 28: Partners of Google Wallet

Table 29: SWOT Analysis of Google Wallet

Table 30: Partners of Apple Pay

Table 31: Pros and Cons of Apple Pay

Table 32: Comparison of Pay Pal Fee Charges Across Three Major Markets-The US, UK and Australia

Table 33: Strength and Weakness of PayPal Mobile Payment Solution

Table 34: M-Pesa Launch across Countries, 2007-2014

Table 35: Strength and Weakness of M-Pesa Mobile Payment Solution

Table 36: Cause and Effect Relationship Analysis between Industry Factors and Expected Industry Prospects of the Global Mobile Money Industry

Table 37: Global Mobile Money Market Future Projections by Segmentation by Region on the Basis of Transaction Value in USD Billion, 2015-2019

Table 38: Active Mobile-Broadband Subscriptions by Regions in Billion, 2008-2018

Table 39: Correlation Matrix of the Global Mobile Money Industry

Table 40: Regression Coefficients Output

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