

# **Global Mobile Money Market Size study, by Transaction mode (Point of Sale, Mobile Apps, QR Codes, Internet Payments, SMS and STK/USSD Payments, Direct Carrier Billing, Mobile Banking), Nature of Payment (Person to Person, Person to Business, Business to Person, Business to Business), Application (Money Transfers, Bill Payments, Airtime Transfers and Top-ups, Travel and Ticketing, Merchandise and Coupons), Type of Payments (Remote Payments and Proximity Payments) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Mobile Money Market is valued approximately at USD 3.4 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 29% over the forecast period 2020-2027. Mobile money is a technology that allows a user to spend, receive and store money in a virtual form, also called mobile wallet, which is associated to user's mobile number, and service provider. Rising number of smartphones users, initiatives taken by government for promotion of cashless economy, internet coverage in rural areas, adoption of mobile money application, easy interface of mobile payment applications and expansion of mobile money services in different areas worldwide by big market players are factors that leads market growth. For Instance, in October 2019, Airtel Africa made a collaboration with Mastercard, which make them able to offer mobile money services across 14 African countries. With the help of Mastercard virtual cards Airtel Money customers who do not have a bank account will be able to make payments to local and global online merchants accepting Mastercard cards. However,

lack of internet coverage in some developing countries impede the growth of the market over the forecast period of 2020-2027. Also, constantly increasing mobile phone subscribers is likely to increase the market growth during the forecast period.

The regional analysis of global Mobile Money market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe, Middle East and Africa (EMEA) is the leading/significant region across the world in terms of market share owing to technological advancement in Europe along with Africa's underbanked population. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as increase in number of smartphones users due to which operators get an opportunity to come with advance mobile wallet services would create lucrative growth prospects for the Mobile Money market across Asia-Pacific region.

Major market player included in this report are:

Vodafone Idea Limited

Google LLC

Orange S.A.

Fidelity National Information Services (FIS)

Mastercard, Inc

Fiserve, Inc.

Bharti Airtel Limited

Gemalto

Alipay

Paytm Group

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Transaction mode:

Point of Sale

Mobile Apps

QR Codes

Internet Payments

SMS and STK/USSD Payments

Direct Carrier Billing

Mobile Banking

By Nature of Payment:

Person to Person

Person to Business

Business to Person

Business to Business

By Application:

Money Transfers

Bill Payments

Airtime Transfers and Top-ups

Travel and Ticketing

Merchandise and Coupons

By Type of Payments:

Remote Payments

Proximity Payments

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018  
Base year – 2019  
Forecast period – 2020 to 2027

Target Audience of the Global Mobile Money Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2018-2027 (USD Billion)
  - 1.2.1. Mobile Money Market, by Region, 2018-2027 (USD Billion)
  - 1.2.2. Mobile Money Market, by Transaction mode, 2018-2027 (USD Billion)
  - 1.2.3. Mobile Money Market, by Nature of Payment, 2018-2027 (USD Billion)
  - 1.2.4. Mobile Money Market, by Application, 2018-2027 (USD Billion)
  - 1.2.5. Mobile Money Market, by Type of Payments, 2018-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL MOBILE MONEY MARKET DEFINITION AND SCOPE**

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### **CHAPTER 3. GLOBAL MOBILE MONEY MARKET DYNAMICS**

- 3.1. Mobile Money Market Impact Analysis (2018-2027)
  - 3.1.1. Market Drivers
  - 3.1.2. Market Challenges
  - 3.1.3. Market Opportunities

### **CHAPTER 4. GLOBAL MOBILE MONEY MARKET: INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry

- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2017-2027)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economic
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL MOBILE MONEY MARKET, BY TRANSACTION MODE**

- 5.1. Market Snapshot
- 5.2. Global Mobile Money Market by Transaction mode, Performance - Potential Analysis
- 5.3. Global Mobile Money Market Estimates & Forecasts by Transaction mode 2017-2027 (USD Billion)
- 5.4. Mobile Money Market, Sub Segment Analysis
  - 5.4.1. Point of Sale
  - 5.4.2. Mobile Apps
  - 5.4.3. QR Codes
  - 5.4.4. Internet Payments
  - 5.4.5. SMS and STK/USSD Payments
  - 5.4.6. Direct Carrier Billing
  - 5.4.7. Mobile Banking

## **CHAPTER 6. GLOBAL MOBILE MONEY MARKET, BY NATURE OF PAYMENT**

- 6.1. Market Snapshot
- 6.2. Global Mobile Money Market by Nature of Payment, Performance - Potential Analysis
- 6.3. Global Mobile Money Market Estimates & Forecasts by Nature of Payment 2017-2027 (USD Billion)
- 6.4. Mobile Money Market, Sub Segment Analysis
  - 6.4.1. Person to Person
  - 6.4.2. Person to Business
  - 6.4.3. Business to Person
  - 6.4.4. Business to Business

## **CHAPTER 7. GLOBAL MOBILE MONEY MARKET, BY APPLICATION**

- 7.1. Market Snapshot
- 7.2. Global Mobile Money Market by Application, Performance - Potential Analysis
- 7.3. Global Mobile Money Market Estimates & Forecasts by Application 2017-2027 (USD Billion)
- 7.4. Mobile Money Market, Sub Segment Analysis
  - 7.4.1. Money Transfers
  - 7.4.2. Bill Payments
  - 7.4.3. Airtime Transfers and Top-ups
  - 7.4.4. Travel and Ticketing
  - 7.4.5. Merchandise and Coupons

## **CHAPTER 8. GLOBAL MOBILE MONEY MARKET, BY TYPE OF PAYMENTS**

- 8.1. Market Snapshot
- 8.2. Global Mobile Money Market by Type of Payments, Performance - Potential Analysis
- 8.3. Global Mobile Money Market Estimates & Forecasts by Type of Payments 2017-2027 (USD Billion)
- 8.4. Mobile Money Market, Sub Segment Analysis
  - 8.4.1. Remote Payments
  - 8.4.2. Proximity Payments

## **CHAPTER 9. GLOBAL MOBILE MONEY MARKET, REGIONAL ANALYSIS**

- 9.1. Mobile Money Market, Regional Market Snapshot
- 9.2. North America Mobile Money Market
  - 9.2.1. U.S. Mobile Money Market
    - 9.2.1.1. Transaction mode breakdown estimates & forecasts, 2017-2027
    - 9.2.1.2. Nature of Payment breakdown estimates & forecasts, 2017-2027
    - 9.2.1.3. Application breakdown estimates & forecasts, 2017-2027
    - 9.2.1.4. Type of Payments breakdown estimates & forecasts, 2017-2027
  - 9.2.2. Canada Mobile Money Market
- 9.3. Europe Mobile Money Market Snapshot
  - 9.3.1. U.K. Mobile Money Market
  - 9.3.2. Germany Mobile Money Market
  - 9.3.3. France Mobile Money Market
  - 9.3.4. Spain Mobile Money Market
  - 9.3.5. Italy Mobile Money Market

- 9.3.6. Rest of Europe Mobile Money Market
- 9.4. Asia-Pacific Mobile Money Market Snapshot
  - 9.4.1. China Mobile Money Market
  - 9.4.2. India Mobile Money Market
  - 9.4.3. Japan Mobile Money Market
  - 9.4.4. Australia Mobile Money Market
  - 9.4.5. South Korea Mobile Money Market
  - 9.4.6. Rest of Asia Pacific Mobile Money Market
- 9.5. Latin America Mobile Money Market Snapshot
  - 9.5.1. Brazil Mobile Money Market
  - 9.5.2. Mexico Mobile Money Market
- 9.6. Rest of The World Mobile Money Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Top Market Strategies
- 10.2. Company Profiles
  - 10.2.1. Vodafone Idea Limited
    - 10.2.1.1. Key Information
    - 10.2.1.2. Overview
    - 10.2.1.3. Financial (Subject to Data Availability)
    - 10.2.1.4. Product Summary
    - 10.2.1.5. Recent Developments
  - 10.2.2. Google LLC
  - 10.2.3. Orange S.A.
  - 10.2.4. Fidelity National Information Services (FIS)
  - 10.2.5. Mastercard, Inc.
  - 10.2.6. Fiserve, Inc.
  - 10.2.7. Bharti Airtel Limited
  - 10.2.8. Gemalto
  - 10.2.9. Alipay
  - 10.2.10. Paytm Group

## **CHAPTER 11. RESEARCH PROCESS**

- 11.1. Research Process
  - 11.1.1. Data Mining
  - 11.1.2. Analysis
  - 11.1.3. Market Estimation



11.1.4. Validation

11.1.5. Publishing

11.2. Research Attributes

Research Assumption

## List Of Tables

### LIST OF TABLES

- TABLE 1. Global Mobile Money market, report scope
- TABLE 2. Global Mobile Money market estimates & forecasts by Region 2017-2027 (USD Billion)
- TABLE 3. Global Mobile Money market estimates & forecasts by Transaction mode 2017-2027 (USD Billion)
- TABLE 4. Global Mobile Money market estimates & forecasts by Nature of Payment 2017-2027 (USD Billion)
- TABLE 5. Global Mobile Money market estimates & forecasts by Application 2017-2027 (USD Billion)
- TABLE 6. Global Mobile Money market estimates & forecasts by Type of Payments 2017-2027 (USD Billion)
- TABLE 7. Global Mobile Money market by segment, estimates & forecasts, 2017-2027 (USD Billion)
- TABLE 8. Global Mobile Money market by region, estimates & forecasts, 2017-2027 (USD Billion)
- TABLE 9. Global Mobile Money market by segment, estimates & forecasts, 2017-2027 (USD Billion)
- TABLE 10. Global Mobile Money market by region, estimates & forecasts, 2017-2027 (USD Billion)
- TABLE 11. Global Mobile Money market by segment, estimates & forecasts, 2017-2027 (USD Billion)
- TABLE 12. Global Mobile Money market by region, estimates & forecasts, 2017-2027 (USD Billion)
- TABLE 13. Global Mobile Money market by segment, estimates & forecasts, 2017-2027 (USD Billion)
- TABLE 14. Global Mobile Money market by region, estimates & forecasts, 2017-2027 (USD Billion)
- TABLE 15. Global Mobile Money market by segment, estimates & forecasts, 2017-2027 (USD Billion)
- TABLE 16. Global Mobile Money market by region, estimates & forecasts, 2017-2027 (USD Billion)
- TABLE 17. U.S. Mobile Money market estimates & forecasts, 2017-2027 (USD Billion)
- TABLE 18. U.S. Mobile Money market estimates & forecasts by segment 2017-2027 (USD Billion)
- TABLE 19. U.S. Mobile Money market estimates & forecasts by segment 2017-2027

(USD Billion)

TABLE 20. Canada Mobile Money market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 21. Canada Mobile Money market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 22. Canada Mobile Money market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 23. UK Mobile Money market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 24. UK Mobile Money market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 25. UK Mobile Money market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 26. Germany Mobile Money market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 27. Germany Mobile Money market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 28. Germany Mobile Money market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 29. RoE Mobile Money market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 30. RoE Mobile Money market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 31. RoE Mobile Money market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 32. China Mobile Money market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 33. China Mobile Money market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 34. China Mobile Money market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 35. India Mobile Money market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 36. India Mobile Money market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 37. India Mobile Money market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 38. Japan Mobile Money market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 39. Japan Mobile Money market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 40. Japan Mobile Money market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 41. RoAPAC Mobile Money market estimates & forecasts, 2017-2027 (USD

Billion)

TABLE 42. RoAPAC Mobile Money market estimates & forecasts by segment  
2017-2027 (USD Billion)

TABLE 43. RoAPAC Mobile Money market estimates & forecasts by segment  
2017-2027 (USD Billion)

TABLE 44. Brazil Mobile Money market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 45. Brazil Mobile Money market estimates & forecasts by segment 2017-2027  
(USD Billion)

TABLE 46. Brazil Mobile Money market estimates & forecasts by segment 2017-2027  
(USD Billion)

TABLE 47. Mexico Mobile Money market estimates & forecasts, 2017-2027 (USD  
Billion)

TABLE 48. Mexico Mobile Money market estimates & forecasts by segment 2017-2027  
(USD Billion)

TABLE 49. Mexico Mobile Money market estimates & forecasts by segment 2017-2027  
(USD Billion)

TABLE 50. RoLA Mobile Money market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 51. RoLA Mobile Money market estimates & forecasts by segment 2017-2027  
(USD Billion)

TABLE 52. RoLA Mobile Money market estimates & forecasts by segment 2017-2027  
(USD Billion)

TABLE 53. Row Mobile Money market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 54. Row Mobile Money market estimates & forecasts by segment 2017-2027  
(USD Billion)

TABLE 55. Row Mobile Money market estimates & forecasts by segment 2017-2027  
(USD Billion)

TABLE 56. List of secondary sources, used in the study of global Mobile Money market

TABLE 57. List of primary sources, used in the study of global Mobile Money market

TABLE 58. Years considered for the study

TABLE 59. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Mobile Money market, research methodology
- FIG 2. Global Mobile Money market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Mobile Money market, key trends 2019
- FIG 5. Global Mobile Money market, growth prospects 2020-2027
- FIG 6. Global Mobile Money market, porters 5 force model
- FIG 7. Global Mobile Money market, pest analysis
- FIG 8. Global Mobile Money market, value chain analysis
- FIG 9. Global Mobile Money market by segment, 2017 & 2027 (USD Billion)
- FIG 10. Global Mobile Money market by segment, 2017 & 2027 (USD Billion)
- FIG 11. Global Mobile Money market by segment, 2017 & 2027 (USD Billion)
- FIG 12. Global Mobile Money market by segment, 2017 & 2027 (USD Billion)
- FIG 13. Global Mobile Money market by segment, 2017 & 2027 (USD Billion)
- FIG 14. Global Mobile Money market, regional snapshot 2017 & 2027
- FIG 15. North America Mobile Money market 2017 & 2027 (USD Billion)
- FIG 16. Europe Mobile Money market 2017 & 2027 (USD Billion)
- FIG 17. Asia pacific Mobile Money market 2017 & 2027 (USD Billion)
- FIG 18. Latin America Mobile Money market 2017 & 2027 (USD Billion)
- FIG 19. Global Mobile Money market, company market share analysis (2019)

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