

Global Mobile Proximity Payments Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

Mobile proximity payments refer to transactions made using a mobile device, such as a smartphone or smartwatch, in close proximity to a point-of-sale terminal. This technology allows consumers to make payments by simply tapping or waving their mobile device near a contactless payment terminal, without the need for physical cash or cards. Mobile proximity payments typically utilize near field communication (NFC) or other wireless technologies to securely transmit payment information between the mobile device and the terminal. This convenient and secure payment method is gaining popularity among consumers and businesses alike, as it offers a faster and more seamless checkout experience.

The market for mobile proximity payments is experiencing rapid growth driven by several key trends. Firstly, the increasing adoption of smartphones and other mobile devices worldwide is expanding the potential user base for mobile payment solutions. As consumers become more comfortable with using their mobile devices for everyday tasks, such as shopping and banking, the demand for convenient and secure mobile payment options is on the rise. Additionally, the ongoing shift towards a cashless society, coupled with the growing preference for contactless payment methods in light of the COVID-19 pandemic, is further fueling the adoption of mobile proximity payments. Moreover, advancements in technology, such as the development of secure payment platforms and the integration of biometric authentication methods, are enhancing the security and reliability of mobile payment solutions, thereby boosting consumer confidence in using these services.

At the same time, the increasing competition among mobile payment providers and

financial institutions is driving innovation in the mobile proximity payments market. Companies are constantly developing new features and services to differentiate themselves and attract more users. Partnerships between technology firms, payment processors, and retailers are also becoming more common, leading to the expansion of mobile payment acceptance networks. Furthermore, regulatory initiatives aimed at promoting the adoption of electronic payments and ensuring the security of mobile transactions are shaping the market landscape and influencing the behavior of both consumers and businesses. Overall, the market for mobile proximity payments is poised for continued growth as technology advances, consumer preferences evolve, and the digitalization of payment processes accelerates.

This report provides a deep insight into the global Mobile Proximity Payments market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Mobile Proximity Payments Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Mobile Proximity Payments market in any manner.

Global Mobile Proximity Payments Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

FIS

PayPal Holdings

Inc.

Visa

Inc.

Mastercard

Inc.

Apple

Inc.

Square

Inc.

Google

LLC

Ingenico

ACI Worldwide

Inc.

IDEMIA SAS

Market Segmentation (by Type)

Solution

Services

Market Segmentation (by Application)

Grocery Stores

Drug Stores

Bars and Restaurants

Entertainment Centers

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Mobile Proximity Payments Market

Overview of the regional outlook of the Mobile Proximity Payments Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Mobile Proximity Payments Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Mobile Proximity Payments

1.2 Key Market Segments

1.2.1 Mobile Proximity Payments Segment by Type

1.2.2 Mobile Proximity Payments Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 MOBILE PROXIMITY PAYMENTS MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 MOBILE PROXIMITY PAYMENTS MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Mobile Proximity Payments Product Life Cycle

3.3 Global Mobile Proximity Payments Revenue Market Share by Company (2020-2025)

3.4 Mobile Proximity Payments Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.5 Mobile Proximity Payments Company Headquarters, Area Served, Product Type

3.6 Mobile Proximity Payments Market Competitive Situation and Trends

3.6.1 Mobile Proximity Payments Market Concentration Rate

3.6.2 Global 5 and 10 Largest Mobile Proximity Payments Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 MOBILE PROXIMITY PAYMENTS VALUE CHAIN ANALYSIS

4.1 Mobile Proximity Payments Value Chain Analysis

- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF MOBILE PROXIMITY PAYMENTS MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 New Product Developments
 - 5.5.2 Mergers & Acquisitions
 - 5.5.3 Expansions
 - 5.5.4 Collaboration/Supply Contracts
- 5.6 PEST Analysis
 - 5.6.1 Industry Policies Analysis
 - 5.6.2 Economic Environment Analysis
 - 5.6.3 Social Environment Analysis
 - 5.6.4 Technological Environment Analysis
- 5.7 Global Mobile Proximity Payments Market Porter's Five Forces Analysis

6 MOBILE PROXIMITY PAYMENTS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Mobile Proximity Payments Market Size Market Share by Type (2020-2025)
- 6.3 Global Mobile Proximity Payments Market Size Growth Rate by Type (2021-2025)

7 MOBILE PROXIMITY PAYMENTS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Mobile Proximity Payments Market Size (M USD) by Application (2020-2025)
- 7.3 Global Mobile Proximity Payments Sales Growth Rate by Application (2020-2025)

8 MOBILE PROXIMITY PAYMENTS MARKET SEGMENTATION BY REGION

- 8.1 Global Mobile Proximity Payments Market Size by Region
 - 8.1.1 Global Mobile Proximity Payments Market Size by Region
 - 8.1.2 Global Mobile Proximity Payments Market Size Market Share by Region

8.2 North America

8.2.1 North America Mobile Proximity Payments Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Mobile Proximity Payments Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Mobile Proximity Payments Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Mobile Proximity Payments Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Mobile Proximity Payments Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 FIS

9.1.1 FIS Basic Information

9.1.2 FIS Mobile Proximity Payments Product Overview

9.1.3 FIS Mobile Proximity Payments Product Market Performance

9.1.4 FIS Mobile Proximity Payments SWOT Analysis

- 9.1.5 FIS Business Overview
- 9.1.6 FIS Recent Developments
- 9.2 PayPal Holdings
 - 9.2.1 PayPal Holdings Basic Information
 - 9.2.2 PayPal Holdings Mobile Proximity Payments Product Overview
 - 9.2.3 PayPal Holdings Mobile Proximity Payments Product Market Performance
 - 9.2.4 PayPal Holdings Mobile Proximity Payments SWOT Analysis
 - 9.2.5 PayPal Holdings Business Overview
 - 9.2.6 PayPal Holdings Recent Developments
- 9.3 Inc.
 - 9.3.1 Inc. Basic Information
 - 9.3.2 Inc. Mobile Proximity Payments Product Overview
 - 9.3.3 Inc. Mobile Proximity Payments Product Market Performance
 - 9.3.4 Inc. Mobile Proximity Payments SWOT Analysis
 - 9.3.5 Inc. Business Overview
 - 9.3.6 Inc. Recent Developments
- 9.4 Visa
 - 9.4.1 Visa Basic Information
 - 9.4.2 Visa Mobile Proximity Payments Product Overview
 - 9.4.3 Visa Mobile Proximity Payments Product Market Performance
 - 9.4.4 Visa Business Overview
 - 9.4.5 Visa Recent Developments
- 9.5 Inc.
 - 9.5.1 Inc. Basic Information
 - 9.5.2 Inc. Mobile Proximity Payments Product Overview
 - 9.5.3 Inc. Mobile Proximity Payments Product Market Performance
 - 9.5.4 Inc. Business Overview
 - 9.5.5 Inc. Recent Developments
- 9.6 Mastercard
 - 9.6.1 Mastercard Basic Information
 - 9.6.2 Mastercard Mobile Proximity Payments Product Overview
 - 9.6.3 Mastercard Mobile Proximity Payments Product Market Performance
 - 9.6.4 Mastercard Business Overview
 - 9.6.5 Mastercard Recent Developments
- 9.7 Inc.
 - 9.7.1 Inc. Basic Information
 - 9.7.2 Inc. Mobile Proximity Payments Product Overview
 - 9.7.3 Inc. Mobile Proximity Payments Product Market Performance
 - 9.7.4 Inc. Business Overview

9.7.5 Inc. Recent Developments

9.8 Apple

9.8.1 Apple Basic Information

9.8.2 Apple Mobile Proximity Payments Product Overview

9.8.3 Apple Mobile Proximity Payments Product Market Performance

9.8.4 Apple Business Overview

9.8.5 Apple Recent Developments

9.9 Inc.

9.9.1 Inc. Basic Information

9.9.2 Inc. Mobile Proximity Payments Product Overview

9.9.3 Inc. Mobile Proximity Payments Product Market Performance

9.9.4 Inc. Business Overview

9.9.5 Inc. Recent Developments

9.10 Square

9.10.1 Square Basic Information

9.10.2 Square Mobile Proximity Payments Product Overview

9.10.3 Square Mobile Proximity Payments Product Market Performance

9.10.4 Square Business Overview

9.10.5 Square Recent Developments

9.11 Inc.

9.11.1 Inc. Basic Information

9.11.2 Inc. Mobile Proximity Payments Product Overview

9.11.3 Inc. Mobile Proximity Payments Product Market Performance

9.11.4 Inc. Business Overview

9.11.5 Inc. Recent Developments

9.12 Google

9.12.1 Google Basic Information

9.12.2 Google Mobile Proximity Payments Product Overview

9.12.3 Google Mobile Proximity Payments Product Market Performance

9.12.4 Google Business Overview

9.12.5 Google Recent Developments

9.13 LLC

9.13.1 LLC Basic Information

9.13.2 LLC Mobile Proximity Payments Product Overview

9.13.3 LLC Mobile Proximity Payments Product Market Performance

9.13.4 LLC Business Overview

9.13.5 LLC Recent Developments

9.14 Ingenico

9.14.1 Ingenico Basic Information

- 9.14.2 Ingenico Mobile Proximity Payments Product Overview
- 9.14.3 Ingenico Mobile Proximity Payments Product Market Performance
- 9.14.4 Ingenico Business Overview
- 9.14.5 Ingenico Recent Developments
- 9.15 ACI Worldwide
 - 9.15.1 ACI Worldwide Basic Information
 - 9.15.2 ACI Worldwide Mobile Proximity Payments Product Overview
 - 9.15.3 ACI Worldwide Mobile Proximity Payments Product Market Performance
 - 9.15.4 ACI Worldwide Business Overview
 - 9.15.5 ACI Worldwide Recent Developments
- 9.16 Inc.
 - 9.16.1 Inc. Basic Information
 - 9.16.2 Inc. Mobile Proximity Payments Product Overview
 - 9.16.3 Inc. Mobile Proximity Payments Product Market Performance
 - 9.16.4 Inc. Business Overview
 - 9.16.5 Inc. Recent Developments
- 9.17 IDEMIA SAS
 - 9.17.1 IDEMIA SAS Basic Information
 - 9.17.2 IDEMIA SAS Mobile Proximity Payments Product Overview
 - 9.17.3 IDEMIA SAS Mobile Proximity Payments Product Market Performance
 - 9.17.4 IDEMIA SAS Business Overview
 - 9.17.5 IDEMIA SAS Recent Developments

10 MOBILE PROXIMITY PAYMENTS MARKET FORECAST BY REGION

- 10.1 Global Mobile Proximity Payments Market Size Forecast
- 10.2 Global Mobile Proximity Payments Market Forecast by Region
 - 10.2.1 North America Market Size Forecast by Country
 - 10.2.2 Europe Mobile Proximity Payments Market Size Forecast by Country
 - 10.2.3 Asia Pacific Mobile Proximity Payments Market Size Forecast by Region
 - 10.2.4 South America Mobile Proximity Payments Market Size Forecast by Country
 - 10.2.5 Middle East and Africa Forecasted Sales of Mobile Proximity Payments by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

- 11.1 Global Mobile Proximity Payments Market Forecast by Type (2026-2033)
- 11.2 Global Mobile Proximity Payments Market Forecast by Application (2026-2033)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Mobile Proximity Payments Market Size Comparison by Region (M USD)

Table 5. Global Mobile Proximity Payments Revenue (M USD) by Company
(2020-2025)

Table 6. Global Mobile Proximity Payments Revenue Share by Company (2020-2025)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Mobile Proximity Payments as of 2024)

Table 8. Mobile Proximity Payments Company Headquarters and Area Served

Table 9. Company Mobile Proximity Payments Product Type

Table 10. Global Mobile Proximity Payments Company Market Concentration Ratio
(CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Midstream Market Analysis

Table 13. Downstream Customer Analysis

Table 14. Key Development Trends

Table 15. Driving Factors

Table 16. Mobile Proximity Payments Market Challenges

Table 17. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 18. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 19. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 20. Global Mobile Proximity Payments Market Size by Type (M USD)

Table 21. Global Mobile Proximity Payments Market Size (M USD) by Type (2020-2025)

Table 22. Global Mobile Proximity Payments Market Size Share by Type (2020-2025)

Table 23. Global Mobile Proximity Payments Market Size Growth Rate by Type
(2021-2025)

Table 24. Global Mobile Proximity Payments Market Size by Application

Table 25. Global Mobile Proximity Payments Market Size by Application (2020-2025) &
(M USD)

Table 26. Global Mobile Proximity Payments Market Share by Application (2020-2025)

Table 27. Global Mobile Proximity Payments Sales Growth Rate by Application
(2020-2025)

Table 28. Global Mobile Proximity Payments Market Size by Region (2020-2025) & (M USD)

Table 29. Global Mobile Proximity Payments Market Size Market Share by Region (2020-2025)

Table 30. North America Mobile Proximity Payments Market Size by Country (2020-2025) & (M USD)

Table 31. Europe Mobile Proximity Payments Market Size by Country (2020-2025) & (M USD)

Table 32. Asia Pacific Mobile Proximity Payments Market Size by Region (2020-2025) & (M USD)

Table 33. South America Mobile Proximity Payments Market Size by Country (2020-2025) & (M USD)

Table 34. Middle East and Africa Mobile Proximity Payments Market Size by Region (2020-2025) & (M USD)

Table 35. FIS Basic Information

Table 36. FIS Mobile Proximity Payments Product Overview

Table 37. FIS Mobile Proximity Payments Revenue (M USD) and Gross Margin (2020-2025)

Table 38. FIS Mobile Proximity Payments SWOT Analysis

Table 39. FIS Business Overview

Table 40. FIS Recent Developments

Table 41. PayPal Holdings Basic Information

Table 42. PayPal Holdings Mobile Proximity Payments Product Overview

Table 43. PayPal Holdings Mobile Proximity Payments Revenue (M USD) and Gross Margin (2020-2025)

Table 44. PayPal Holdings Mobile Proximity Payments SWOT Analysis

Table 45. PayPal Holdings Business Overview

Table 46. PayPal Holdings Recent Developments

Table 47. Inc. Basic Information

Table 48. Inc. Mobile Proximity Payments Product Overview

Table 49. Inc. Mobile Proximity Payments Revenue (M USD) and Gross Margin (2020-2025)

Table 50. Inc. Mobile Proximity Payments SWOT Analysis

Table 51. Inc. Business Overview

Table 52. Inc. Recent Developments

Table 53. Visa Basic Information

Table 54. Visa Mobile Proximity Payments Product Overview

Table 55. Visa Mobile Proximity Payments Revenue (M USD) and Gross Margin (2020-2025)

Table 56. Visa Business Overview

Table 57. Visa Recent Developments

Table 58. Inc. Basic Information

Table 59. Inc. Mobile Proximity Payments Product Overview

Table 60. Inc. Mobile Proximity Payments Revenue (M USD) and Gross Margin
(2020-2025)

Table 61. Inc. Business Overview

Table 62. Inc. Recent Developments

Table 63. Mastercard Basic Information

Table 64. Mastercard Mobile Proximity Payments Product Overview

Table 65. Mastercard Mobile Proximity Payments Revenue (M USD) and Gross Margin
(2020-2025)

Table 66. Mastercard Business Overview

Table 67. Mastercard Recent Developments

Table 68. Inc. Basic Information

Table 69. Inc. Mobile Proximity Payments Product Overview

Table 70. Inc. Mobile Proximity Payments Revenue (M USD) and Gross Margin
(2020-2025)

Table 71. Inc. Business Overview

Table 72. Inc. Recent Developments

Table 73. Apple Basic Information

Table 74. Apple Mobile Proximity Payments Product Overview

Table 75. Apple Mobile Proximity Payments Revenue (M USD) and Gross Margin
(2020-2025)

Table 76. Apple Business Overview

Table 77. Apple Recent Developments

Table 78. Inc. Basic Information

Table 79. Inc. Mobile Proximity Payments Product Overview

Table 80. Inc. Mobile Proximity Payments Revenue (M USD) and Gross Margin
(2020-2025)

Table 81. Inc. Business Overview

Table 82. Inc. Recent Developments

Table 83. Square Basic Information

Table 84. Square Mobile Proximity Payments Product Overview

Table 85. Square Mobile Proximity Payments Revenue (M USD) and Gross Margin
(2020-2025)

Table 86. Square Business Overview

Table 87. Square Recent Developments

Table 88. Inc. Basic Information

Table 89. Inc. Mobile Proximity Payments Product Overview

Table 90. Inc. Mobile Proximity Payments Revenue (M USD) and Gross Margin

(2020-2025)

Table 91. Inc. Business Overview

Table 92. Inc. Recent Developments

Table 93. Google Basic Information

Table 94. Google Mobile Proximity Payments Product Overview

Table 95. Google Mobile Proximity Payments Revenue (M USD) and Gross Margin
(2020-2025)

Table 96. Google Business Overview

Table 97. Google Recent Developments

Table 98. LLC Basic Information

Table 99. LLC Mobile Proximity Payments Product Overview

Table 100. LLC Mobile Proximity Payments Revenue (M USD) and Gross Margin
(2020-2025)

Table 101. LLC Business Overview

Table 102. LLC Recent Developments

Table 103. Ingenico Basic Information

Table 104. Ingenico Mobile Proximity Payments Product Overview

Table 105. Ingenico Mobile Proximity Payments Revenue (M USD) and Gross Margin
(2020-2025)

Table 106. Ingenico Business Overview

Table 107. Ingenico Recent Developments

Table 108. ACI Worldwide Basic Information

Table 109. ACI Worldwide Mobile Proximity Payments Product Overview

Table 110. ACI Worldwide Mobile Proximity Payments Revenue (M USD) and Gross
Margin (2020-2025)

Table 111. ACI Worldwide Business Overview

Table 112. ACI Worldwide Recent Developments

Table 113. Inc. Basic Information

Table 114. Inc. Mobile Proximity Payments Product Overview

Table 115. Inc. Mobile Proximity Payments Revenue (M USD) and Gross Margin
(2020-2025)

Table 116. Inc. Business Overview

Table 117. Inc. Recent Developments

Table 118. IDEMIA SAS Basic Information

Table 119. IDEMIA SAS Mobile Proximity Payments Product Overview

Table 120. IDEMIA SAS Mobile Proximity Payments Revenue (M USD) and Gross
Margin (2020-2025)

Table 121. IDEMIA SAS Business Overview

Table 122. IDEMIA SAS Recent Developments

Table 123. Global Mobile Proximity Payments Market Size Forecast by Region
(2026-2033) & (M USD)

Table 124. North America Mobile Proximity Payments Market Size Forecast by Country
(2026-2033) & (M USD)

Table 125. Europe Mobile Proximity Payments Market Size Forecast by Country
(2026-2033) & (M USD)

Table 126. Asia Pacific Mobile Proximity Payments Market Size Forecast by Region
(2026-2033) & (M USD)

Table 127. South America Mobile Proximity Payments Market Size Forecast by Country
(2026-2033) & (M USD)

Table 128. Middle East and Africa Mobile Proximity Payments Market Size Forecast by
Country (2026-2033) & (M USD)

Table 129. Global Mobile Proximity Payments Market Size Forecast by Type
(2026-2033) & (M USD)

Table 130. Global Mobile Proximity Payments Market Size Forecast by Application
(2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industry Chain of Mobile Proximity Payments
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Mobile Proximity Payments Market Size (M USD), 2024-2033
- Figure 5. Global Mobile Proximity Payments Market Size (M USD) (2020-2033)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. Mobile Proximity Payments Market Size by Country (M USD)
- Figure 10. Company Assessment Quadrant
- Figure 11. Global Mobile Proximity Payments Product Life Cycle
- Figure 12. Global Mobile Proximity Payments Revenue Share by Company in 2024
- Figure 13. Mobile Proximity Payments Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 14. The Global 5 and 10 Largest Players: Market Share by Mobile Proximity Payments Revenue in 2024
- Figure 15. Value Chain Map of Mobile Proximity Payments
- Figure 16. Global Mobile Proximity Payments Market PESTE Analysis
- Figure 17. Global Mobile Proximity Payments Market Porter's Five Forces Analysis
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 19. Global Mobile Proximity Payments Market Share by Type
- Figure 20. Market Size Share of Mobile Proximity Payments by Type (2020-2025)
- Figure 21. Market Size Share of Mobile Proximity Payments by Type in 2024
- Figure 22. Global Mobile Proximity Payments Market Size Growth Rate by Type (2021-2025)
- Figure 23. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 24. Global Mobile Proximity Payments Market Share by Application
- Figure 25. Global Mobile Proximity Payments Market Share by Application (2020-2025)
- Figure 26. Global Mobile Proximity Payments Market Share by Application in 2024
- Figure 27. Global Mobile Proximity Payments Sales Growth Rate by Application (2020-2025)
- Figure 28. Global Mobile Proximity Payments Market Size Market Share by Region (2020-2025)
- Figure 29. North America Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 30. North America Mobile Proximity Payments Market Size Market Share by Country in 2024

Figure 31. U.S. Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 32. Canada Mobile Proximity Payments Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Mexico Mobile Proximity Payments Market Size (M USD) and Growth Rate (2020-2025)

Figure 34. Europe Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 35. Europe Mobile Proximity Payments Market Share by Country in 2024

Figure 36. Germany Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. France Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. U.K. Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Italy Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Russia Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 41. Asia Pacific Mobile Proximity Payments Market Size and Growth Rate (M USD)

Figure 42. Asia Pacific Mobile Proximity Payments Market Size Market Share by Region in 2024

Figure 43. China Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. Japan Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. South Korea Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. India Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Southeast Asia Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 48. South America Mobile Proximity Payments Market Size and Growth Rate (M USD)

Figure 49. South America Mobile Proximity Payments Market Size Market Share by Country in 2024

Figure 50. Brazil Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Argentina Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Columbia Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 53. Middle East and Africa Mobile Proximity Payments Market Size and Growth Rate (M USD)

Figure 54. Middle East and Africa Mobile Proximity Payments Market Size Market Share by Region in 2024

Figure 55. Saudi Arabia Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. UAE Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Egypt Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. Nigeria Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. South Africa Mobile Proximity Payments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 60. Global Mobile Proximity Payments Market Size Forecast (2020-2033) & (M USD)

Figure 61. Global Mobile Proximity Payments Market Share Forecast by Type (2026-2033)

Figure 62. Global Mobile Proximity Payments Market Share Forecast by Application (2026-2033)

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