

Mobile Payments 2015: The Five Most Important Trends Shaping the Industry Today

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Date: July 2015

Pages: 50

Price: US\$ 1,325.00 (Single User License)

ID: MB3D0F99DA1EN

Abstracts

The payments industry is slowly approaching a tipping point with respect to whether the mobile wallet could become a viable everyday payment tool. Many companies are beginning to make their very first mobile-related investments. In addition, more and more consumers are being introduced to the concept for the first time. This report will explore the five most important trends impacting the mobile payments landscape and offer predictions for the industry's development in the coming year.

Euromonitor International's Mobile Payments 2015: The Five Most Important Trends Shaping the Industry Today global briefing offers insight into the size and shape of the Consumer Finance market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and offers strategic analysis of key factors influencing the market. Forecasts provide an invaluable perspective on market evolution and the criteria for success. The briefing leverages Euromonitor International's 360-degree coverage of the global payments' landscape including insight on consumer debt.

Product coverage: Consumer Lending, Financial Cards and Payments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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