

The Mobile Wallet: A Pathway to Creating the Consumer-centric Experience of Tomorrow

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Date: January 2015

Pages: 47

Price: US\$ 1,200.00 (Single User License)

ID: MDB7DD7A7B5EN

Abstracts

When Starbucks Corp came to market in 2011 with its mobile payments app, there had yet to be a company that had gained much traction with the relatively new idea of a consumer using a mobile phone to make an in-store purchase. Now, the coffeehouse giant has gained considerable attention in this burgeoning industry. For merchants looking to replicate Starbucks' success, there are 10 best practices to keep in mind before designing, developing and launching a mobile payments app.

Euromonitor International's The Mobile Wallet: A Pathway to Creating the Consumer-centric Experience of Tomorrow 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.

Why buy this report?

Get a detailed picture of the Consumer Finance market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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