

The Mobile Wallet: How Loyalty Could Spur Consumer Adoption of Mobile Payments

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Abstracts

Mobile wallets have failed to gain steam in the marketplace among consumers for a number of reasons, including security and privacy concerns, as well as a lack of the necessary infrastructure. In markets with a more advanced payments system, mobile wallets will have to do more than just execute a payment. In order to entice consumers to substitute their leather wallet for their mobile phone, mobile wallets will have to provide additional value, which is likely to be derived from an integrated lo...

Euromonitor International's The Mobile Wallet: How Loyalty Could Spur Consumer Adoption of Mobile Payments 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.

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

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