

Global Proximity Mobile Payment Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Proximity Mobile Payment market size was valued at USD 14050 million in 2023 and is forecast to a readjusted size of USD 41870 million by 2030 with a CAGR of 16.9% during review period.

Mobile payment generally refers to payment services operated under financial regulation and performed from or via a mobile device. This report studies the Proximity Mobile Payment.

Real-time transaction processing, flexibility of payment devices, reduced transaction time, and increased convenience are some of the major benefits offered by the proximity payments market, driving the market growth. Moreover, mass adoption of proximity payments by merchants, rising smartphone usage, and surge in faster connections enabling retailers and customers to make proximity payments via smartphones are driving the growth of the market. However, rising data breaches and difficulties in point-of-sale (POS) terminal replacement process hamper the market growth. On the contrary, developing economies present significant opportunities for proximity payment companies to expand their product range owing to factors such as growing middle class, rapid urbanization, rising literacy levels, and rising tech-savvy youth generation. Furthermore, the development and growth of initiatives to digitize payments is expected to provide potential growth opportunities for the market.

The Global Info Research report includes an overview of the development of the Proximity Mobile Payment industry chain, the market status of Department Store (Near Field Communication, Barcodes), Supermarket (Near Field Communication, Barcodes),

and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Proximity Mobile Payment.

Regionally, the report analyzes the Proximity Mobile Payment markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Proximity Mobile Payment market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Proximity Mobile Payment market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Proximity Mobile Payment industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Near Field Communication, Barcodes).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Proximity Mobile Payment market.

Regional Analysis: The report involves examining the Proximity Mobile Payment market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Proximity Mobile Payment market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Proximity Mobile Payment:

Company Analysis: Report covers individual Proximity Mobile Payment players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Proximity Mobile Payment. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Department Store, Supermarket).

Technology Analysis: Report covers specific technologies relevant to Proximity Mobile Payment. It assesses the current state, advancements, and potential future developments in Proximity Mobile Payment areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Proximity Mobile Payment market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Proximity Mobile Payment market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Near Field Communication

Barcodes

Market segment by Application

Department Store

Supermarket

Convenience Store

Other

Market segment by players, this report covers

Samsung Electronics

Visa

Apple

Alphabet

Square

ACI

PayPal

Starbucks

Mastercard

CVS

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

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

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

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Proximity Mobile Payment product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Proximity Mobile Payment, with revenue, gross margin and global market share of Proximity Mobile Payment from 2019 to 2024.

Chapter 3, the Proximity Mobile Payment competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Proximity Mobile Payment market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Proximity Mobile Payment.

Chapter 13, to describe Proximity Mobile Payment research findings and conclusion.

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