

# Europe Mobile Banking Market 2020-2030 by Mobile Platform (Android, iOS, Windows), Business Type (C2B, C2C), Service, Technology, Deployment, End User, and Country: Trend Forecast and Growth Opportunity

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## Abstracts

Europe mobile banking market accounted for \$248.8 million in 2019 and will grow by 14.9% annually over 2020-2030 owing to the rising adoption of digital platforms and the increase in demand for personalization on banking amid COVID-19 epidemic.

Highlighted with 39 tables and 55 figures, this 121-page report “Europe Mobile Banking Market 2020-2030 by Mobile Platform (Android, iOS, Windows), Business Type (C2B, C2C), Service, Technology, Deployment, End User, and Country: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire Europe mobile banking market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report is based on studies on 2015-2019 and provides forecast from 2020 till 2030 with 2019 as the base year.

(Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

In-depth qualitative analyses include identification and investigation of the following aspects:

Market Structure

Growth Drivers

Restraints and Challenges

Emerging Product Trends & Market Opportunities

Porter's Fiver Forces

The trend and outlook of Europe market is forecast in optimistic, balanced, and conservative view by taking into account of COVID-19. The balanced (most likely) projection is used to quantify Europe mobile banking market in every aspect of the classification from perspectives of Mobile Platform, Business Type, Service, Technology, Deployment, End User, and Country.

Based on Mobile Platform, the Europe market is segmented into the following sub-markets with annual revenue for 2019-2030 included in each section.

Android Based Platform

iOS Based Platform

Windows Based Platform

Based on Business Type, the Europe market is segmented into the following sub-markets with annual revenue for 2019-2030 included in each section.

Customer-to-Business (C2B)

Customer-to-Customer (C2C)

Other Business Types

Based on Service, the Europe market is segmented into the following sub-markets with annual revenue for 2019-2030 included in each section.

Account Management

Transaction Functions

Investment Service

Banking Support

Content services

Based on Technology, the Europe market is segmented into the following sub-markets with annual revenue for 2019-2030 included in each section.

Wireless Application Protocol (WAP)

Standalone Mobile Application

Short Messaging Service (SMS)

Interactive Voice Response (IVR)

Based on Deployment, the Europe market is segmented into the following sub-markets with annual revenue for 2019-2030 included in each section.

On-premise Banking

Cloud Based Banking

Based on End User, the Europe market is segmented into the following sub-markets with annual revenue for 2019-2030 included in each section.

Individual

Enterprise

Other End Users

Geographically, the following national/local markets are fully investigated:

Germany

UK

France

Spain

Italy

Russia

Rest of Europe (further segmented into Belgium, Denmark, Austria, Norway, Sweden, The Netherlands, Poland, Czech Republic, Slovakia, Hungary, and Romania)

Detailed analysis and 2019-2030 annual revenue are available for each key national market. The breakdown of key national markets by Platform, Business Type, and Service over the forecast years are also included.

The report also covers current competitive scenario and the predicted trend; and profiles key vendors including market leaders and important emerging players.

Specifically, potential risks associated with investing in Europe mobile banking market are assayed quantitatively and qualitatively through GMD's Risk Assessment System. According to the risk analysis and evaluation, Critical Success Factors (CSFs) are generated as a guidance to help investors & stockholders identify emerging opportunities, manage and minimize the risks, develop appropriate business models, and make wise strategies and decisions.

Key Players (this may not be a complete list and extra companies can be added upon request):

American Express Company

Bank of America Corporation

BNP Paribas S.A.

Citigroup Inc.  
Crédit Agricole Group  
Econet Wireless  
HSBC Holdings plc  
JPMorgan Chase & Co.  
Mitsubishi UFJ Financial Group, Inc.  
MTN  
Orange S.A  
Safaricom  
Société Générale S.A.  
Tigo  
Vodacom  
Wells Fargo & Company  
Zantel

(Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

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Citigroup Inc.

Crédit Agricole Group

Econet Wireless

HSBC Holdings plc

JPMorgan Chase & Co.

Mitsubishi UFJ Financial Group, Inc.

MTN

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## COMPANIES MENTIONED

American Express Company  
Bank of America Corporation  
BNP Paribas S.A.  
Citigroup Inc.  
Crédit Agricole Group  
Econet Wireless  
HSBC Holdings plc  
JPMorgan Chase & Co.  
Mitsubishi UFJ Financial Group, Inc.  
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