

Mobile Wallet Market Size, Share & Trends Analysis Report By Technology (Remote, Proximity), By Application (Retail & E-commerce, Banking, Hospitality & Transportation), By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Mobile Wallet Market Growth & Trends

The global mobile wallet market size is expected to reach USD 51.53 billion by 2030, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 27.4% from 2022 to 2030. A mobile wallet is a technology that can carry cash in digital format. Increasing mobile phone users and the rising number of internet subscribers across the world are the major factors fueling the market growth. In addition, government initiatives to modernize the transportation sector are improving market growth.

Furthermore, due to ongoing concerns about sanitation and a desire to reduce contact between guests and staff members, mobile wallets are anticipated to create a notable impact on the hospitality or restaurant industry. Furthermore, COVID-19 has increased the penetration of online payments. The pandemic has increased the requirement for germ-free and contactless payments, and mobile wallets prevent direct contact with any external system such as the POS of the retailer.

Asia Pacific held the largest revenue share of over 30.0% in 2021 and is expected to retain its position over the forecast period. In rapidly developing regions such as Asia Pacific, digital online spending has changed and evolved on its own, with e-commerce



expanding and online sales becoming as common as physical retail in many areas of the region. In April 2022, Boku, a global provider of mobile payment solutions, announced that it's Mobile First (M1ST) platform has unveiled PayPay mobile wallet payments for Netflix in Japan. With this release, PayPay's over 45 million consumers can now pay for streaming subscriptions within Netflix.

Mobile Wallet Market Report Highlights

In terms of technology, the proximity segment accounted for the largest revenue share of over 60.0% in 2021 and is expected to retain its dominance over the forecast period. Growing penetration of NFC and QR code-enabled smartphones across the world is boosting the segment growth

The remote segment is anticipated to expand at the highest CAGR of 27.7% over the forecast period. The growth of this segment can be attributed to the increasing number of smartphone and internet users across the globe. In addition, surging demand for fast and secure payment solutions is improving the market growth

In terms of application, the retail and e-commerce segment accounted for the largest revenue share of over 30.0% in 2021 and is expected to retain its dominance over the forecast period. Rapid growth in the global retail and e-commerce sector is creating more demand for mobile wallets

The banking segment is expected to register the highest CAGR of 28.7% during the forecast period as numerous banks across the world are trying to set up mobile payments

The hospitality and transportation segment is expected to witness significant growth over the forecast period. Due to ongoing concerns about sanitation and a desire to reduce contact between guests and staff members, mobile wallets are anticipated to create a notable impact on the hospitality or restaurant industry



Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1 Information Procurement
 - 1.1.1 Purchased database
 - 1.1.2 GVR's internal database
 - 1.1.3 Secondary sources & third-party perspective
 - 1.1.4 Primary research
- 1.2 Information Analysis
 - 1.2.1 Data analysis models
- 1.3 Market Formulation and Data Visualization
- 1.4 Data Validation and Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1 Market Outlook
- 2.2 Segment Outlook

CHAPTER 3. MARKET VARIABLES, TRENDS, AND SCOPE

- 3.1 Market Lineage Outlook
 - 3.1.1 Parent market outlook
- 3.2 Penetration and Growth Prospect Mapping
- 3.3 Market Dynamics
 - 3.3.1 Market driver analysis
 - 3.3.1.1 Increasing penetration of mobile phones and internet users
 - 3.3.1.2 Government initiatives to modernize the transportation
 - 3.3.2 Market restraint/challenges analysis
 - 3.3.2.1 Lack of privacy and security threat over the mobile payments
 - 3.3.3 Market opportunity analysis
 - 3.3.3.1 Surging deployment in the hospitality industry
- 3.4 Porter's Five Forces Analysis
- 3.5 PEST Analysis
- 3.6 COVID-19 Impact on Mobile Wallet Market

CHAPTER 4. MOBILE WALLET MARKET: TECHNOLOGY ESTIMATES & TREND ANALYSIS



- 4.1 Market Size Estimates & Forecasts and Trend Analysis, 2017 2030 (USD Million)
- 4.2 Technology Movement Analysis & Market Share, 2021 & 2030
- 4.3 Remote
 - 4.3.1 Market size estimates and forecasts, 2017 2030 (USD Million)
- 4.4 Proximity
 - 4.4.1 Market size estimates and forecasts, 2017 2030 (USD Million)

CHAPTER 5. MOBILE WALLETMARKET: APPLICATION ESTIMATES & TREND ANALYSIS

- 5.1 Market Size Estimates & Forecasts and Trend Analysis, 2017 2030 (USD Million)
- 5.2 Application Movement Analysis & Market Share, 2021 & 2030
- 5.3 Retail & E-commerce
 - 5.3.1 Market size estimates and forecasts, 2017 2030 (USD Million)
- 5.4 Hospitality & Transportation
 - 5.4.1 Market size estimates and forecasts, 2017 2030 (USD Million)
- 5.5 Banking
 - 5.5.1 Market size estimates and forecasts, 2017 2030 (USD Million)
- 5.6 Vending Machine
 - 5.6.1 Market size estimates and forecasts, 2017 2030 (USD Million)
- 5.7 Others
 - 5.7.1 Market size estimates and forecasts, 2017 2030 (USD Million)

CHAPTER 6. REGIONAL ESTIMATES & TREND ANALYSIS

- 6.1 Mobile Wallet Market By Region, 2021 & 2030
- 6.2 Regional Movement Analysis & Market Share, 2021 & 2030
- 6.3 North America
- 6.3.1 North America mobile wallet market, 2017 2030 (USD Million)
- 6.3.2 North America mobile wallet market, by technology, 2017 2030 (USD Million)
- 6.3.3 North America mobile wallet market, by application, 2017 2030 (USD Million) 6.3.4 U.S.
 - 6.3.4.1 U.S. mobile wallet market, by technology, 2017 2030 (USD Million)
 - 6.3.4.2 U.S. mobile wallet market, by application, 2017 2030 (USD Million)
- 6.3.5 Canada
 - 6.3.5.1 Canada mobile wallet market, by technology, 2017 2030 (USD Million)
 - 6.3.5.2 Canada mobile wallet market, by application, 2017 2030 (USD Million)
- 6.4 Europe
 - 6.4.1 Europe mobile wallet market, 2017 2030 (USD Million)



- 6.4.2 Europe mobile wallet market, by technology, 2017 2030 (USD Million)
- 6.4.3 Europe mobile wallet market, by application, 2017 2030 (USD Million)
- 6.4.4 U.K.
 - 6.4.4.1 U.K. mobile wallet market, by technology, 2017 2030 (USD Million)
- 6.4.4.2 U.K. mobile wallet market, by application, 2017 2030 (USD Million)
- 6.4.5 Germany
 - 6.4.5.1 Germany mobile wallet market, by technology, 2017 2030 (USD Million)
 - 6.4.5.2 Germany mobile wallet market, by application, 2017 2030 (USD Million)
- 6.4.6 Rest of Europe
- 6.4.6.1 Rest of Europemobile wallet market, by technology, 2017 2030 (USD Million)
- 6.4.6.2 Rest of Europemobile wallet market, by application, 2017 2030 (USD Million) 6.5 Asia Pacific
- 6.5.1 Asia Pacific mobile wallet market, 2017 2030 (USD Million)
- 6.5.2 Asia Pacific mobile wallet market, by technology, 2017 2030 (USD Million)
- 6.5.3 Asia Pacific mobile wallet market, by application, 2017 2030 (USD Million)
- 6.5.4 China
 - 6.5.4.1 China mobile wallet market, by technology, 2017 2030 (USD Million)
 - 6.5.4.2 China mobile wallet market, by application, 2017 2030 (USD Million)
- 6.5.5 India
 - 6.5.5.1 India mobile wallet market, by technology, 2017 2030 (USD Million)
- 6.5.5.2 India mobile wallet market, by application, 2017 2030 (USD Million)
- 6.5.6 Japan
 - 6.5.6.1 Japan mobile wallet market, by technology, 2017 2030 (USD Million)
 - 6.5.6.2 Japan mobile wallet market, by application, 2017 2030 (USD Million)
- 6.5.7 Rest of Asia Pacific
- 6.5.7.1 Rest of Asia Pacificmobile wallet market, by technology, 2017 2030 (USD Million)
- 6.5.7.2 Rest of Asia Pacificmobile wallet market, by application, 2017 2030 (USD Million)
- 6.6 Latin America
- 6.6.1 Latin America mobile wallet market, 2017 2030 (USD Million)
- 6.6.2 Latin America mobile wallet market, by technology, 2017 2030 (USD Million)
- 6.6.3 Latin America mobile wallet market, by application, 2017 2030 (USD Million)
- 6.6.4 Brazil
 - 6.6.4.1 Brazil mobile wallet market, by technology, 2017 2030 (USD Million)
 - 6.6.4.2 Brazil mobile wallet market, by application, 2017 2030 (USD Million)
- 6.6.5 Mexico
 - 6.6.5.1 Mexico mobile wallet market, by technology, 2017 2030 (USD Million)



- 6.6.5.2 Mexico mobile wallet market, by application, 2017 2030 (USD Million)
- 6.6.6 Rest of Latin America
- 6.6.6.1 Rest of Latin America mobile wallet market, by technology, 2017 2030 (USD Million)
- 7.6.6.2 Rest of Latin America mobile wallet market, by application, 2017 2030 (USD Million)
- 6.7 Middle East & Africa (MEA)
 - 6.7.1 Middle East & Africa (MEA) mobile wallet market, 2017 2030 (USD Million)
- 6.7.2 Middle East & Africa (MEA) mobile wallet market, by technology, 2017 2030 (USD Million)
- 6.7.3 Middle East & Africa (MEA) mobile wallet market, by application, 2017 2030 (USD Million)

CHAPTER 7. COMPETITIVE ANALYSIS

- 7.1 Key Company Heat Map, 2021
- 7.2 Recent Developments & Impact Analysis, by Key Market Participants
- 7.3 List of Players
- 7.4 Vendor Analysis

CHAPTER 8. COMPETITIVE LANDSCAPE

- 8.1 Apple Inc
 - 8.1.1 Company overview
 - 8.1.2 Financial performance
 - 8.1.3 Product benchmarking
 - 8.1.4 Recent developments
- 8.2 American Express
 - 8.2.1 Company overview
 - 8.2.2 Financial performance
 - 8.2.3 Product benchmarking
 - 8.2.4 Recent developments
- 8.3 Samsung
 - 8.3.1 Company overview
 - 8.3.2 Financial performance
 - 8.3.3 Product benchmarking
 - 8.3.4 Recent developments
- 8.4 Alipay
- 8.4.1 Company overview



- 8.4.2 Financial performance
- 8.4.3 Product benchmarking
- 8.4.4 Recent developments
- 8.5 PayPal Holdings Inc.
 - 8.5.1 Company overview
 - 8.5.2 Financial performance
 - 8.5.3 Product benchmarking
 - 8.5.4 Recent developments
- 8.6 Visa Inc
 - 8.6.1 Company overview
 - 8.6.2 Financial performance
 - 8.6.3 Product benchmarking
 - 8.6.4 Recent developments
- 8.7 Google Inc.
 - 8.7.1 Company overview
 - 8.7.2 Financial performance
 - 8.7.3 Product benchmarking
 - 8.7.4 Recent developments
- 8.8 Airtel India
 - 8.8.1 Company overview
 - 8.8.2 Financial performance
 - 8.8.3 Product benchmarking
 - 8.8.4 Recent developments
- 8.9 Mastercard
 - 8.9.1 Company overview
 - 8.9.2 Financial performance
 - 8.9.3 Product benchmarking
 - 8.9.4 Recent developments
- 8.10 AT&T
 - 8.10.1 Company overview
 - 8.10.2 Financial performance
 - 8.10.3 Product benchmarking
 - 8.10.4 Recent developments
- 8.11 Amazon Web Services
 - 8.10.1 Company overview
 - 8.10.2 Financial performance
 - 8.10.3 Product benchmarking
 - 8.10.4 Recent developments



CHAPTER 9. KOL COMMENTARY

9.1 KoL Commentary



List Of Tables

LIST OF TABLES

- Table 1 Mobile wallet market size estimates & forecasts, 2017 2030 (USD Million)
- Table 2 Mobile wallet market, by region, 2017 2030 (USD Million)
- Table 3 Mobile wallet market, by technology, 2017 2030 (USD Million)
- Table 4 Mobile wallet market, by application, 2017 2030 (USD Million)
- Table 6 Key market driver impact
- Table 7 Key market restraint/challenges impact
- Table 8 Mobile wallet market for remote, by region, 2017 2030 (USD Million)
- Table 9 Mobile wallet market for proximity, by region, 2017 2030 (USD Million)
- Table 10 Mobile wallet market for retail and e-commerce, by region, 2017 2030 (USD Million)
- Table 11 Mobile wallet market for hospitality & transportation, by region, 2017 2030 (USD Million)
- Table 12 Mobile wallet market for banking, by region, 2017 2030 (USD Million)
- Table 13 Mobile wallet market for vending machines, by region, 2017 2030 (USD Million)
- Table 14 Mobile wallet market for others, by region, 2017 2030 (USD Million)
- Table 15 North America mobile wallet market, by technology, 2017 2030 (USD Million)
- Table 16 North America mobile wallet market, by application, 2017 2030 (USD Million)
- Table 17 U.S. mobile wallet market, by technology, 2017 2030 (USD Million)
- Table 18 U.S. mobile wallet market, by application, 2017 2030 (USD Million)
- Table 19 Canada mobile wallet market, by technology, 2017 2030 (USD Million)
- Table 20 Canada mobile wallet market, by application, 2017 2030 (USD Million)
- Table 21 Europe mobile wallet market, by technology, 2017 2030 (USD Million)
- Table 22 Europe mobile wallet market, by application, 2017 2030 (USD Million)
- Table 23 U.K. mobile wallet market, by technology, 2017 2030 (USD Million)
- Table 24 U.K. mobile wallet market, by application, 2017 2030 (USD Million)
- Table 25 Germany mobile wallet market, by technology, 2017 2030 (USD Million)
- Table 26 Germany mobile wallet market, by application, 2017 2030 (USD Million)
- Table 27 Rest of Europemobile wallet market, by technology, 2017 2030 (USD Million)
- Table 28 Rest of Europemobile wallet market, by application, 2017 2030 (USD Million)
- Table 29 Asia Pacific mobile wallet market, by technology, 2017 2030 (USD Million)
- Table 30 Asia Pacific mobile wallet market, by application, 2017 2030 (USD Million)
- Table 31 China mobile wallet market, by technology, 2017 2030 (USD Million)
- Table 32 China mobile wallet market, by application, 2017 2030 (USD Million)
- Table 33 India mobile wallet market, by technology, 2017 2030 (USD Million)



Table 34 India mobile wallet market, by application, 2017 - 2030 (USD Million)

Table 35 Japan mobile wallet market, by technology, 2017 - 2030 (USD Million)

Table 36 Japan mobile wallet market, by application, 2017 - 2030 (USD Million)

Table 37 Rest of Asia Pacificmobile wallet market, by technology, 2017 - 2030 (USD Million)

Table 38 Rest of Asia Pacific mobile wallet market, by application, 2017 - 2030 (USD Million)

Table 39 Latin America mobile wallet market, by technology, 2017 - 2030 (USD Million)

Table 40 Latin America mobile wallet market, by application, 2017 - 2030 (USD Million)

Table 41 Brazil mobile wallet market, by technology, 2017 - 2030 (USD Million)

Table 42 Brazil mobile wallet market, by application, 2017 - 2030 (USD Million)

Table 43 Mexico mobile wallet market, by technology, 2017 - 2030 (USD Million)

Table 44 Mexico mobile wallet market, by application, 2017 - 2030 (USD Million)

Table 45 Rest of Latin America mobile wallet market, by technology, 2017 - 2030 (USD Million)

Table 46 Rest of Latin America mobile wallet market, by application, 2017 - 2030 (USD Million)

Table 47 Middle East & Africa (MEA) mobile wallet market, by technology, 2017 - 2030 (USD Million)

Table 48 Middle East & Africa (MEA) mobile wallet market, by application, 2017 - 2030 (USD Million)



List Of Figures

LIST OF FIGURES

- Fig. 1 Information procurement
- Fig. 2 Primary research pattern
- Fig. 3 Primary research process
- Fig. 4 Market formulation and data visualization
- Fig. 5 Industry Snapshot
- Fig. 6 Penetration and growth prospects mapping
- Fig. 7 Market dynamics
- Fig. 8 PEST analysis
- Fig. 9 Mobile wallet market, by technology, key takeaways, 2017 2030, Revenue (USD Million)
- Fig. 10 Technology movement analysis & market share, 2021 & 2030, Revenue (USD Million)
- Fig. 11 Mobile wallet market, by application, key takeaways, 2017 2030, Revenue (USD Million)
- Fig. 12 Application movement analysis & market share, 2021 & 2030, Revenue (USD Million)
- Fig. 13 Mobile wallet market by region, 2021 & 2030, Revenue (USD Million)
- Fig. 14 Regional movement analysis & market share, 2021 & 2030, Revenue (USD Million)
- Fig. 15 North America mobile wallet market Key takeaways, 2021 & 2030, Revenue (USD Million)
- Fig. 16 North America mobile wallet market, 2017 2030 (USD Million)
- Fig. 17 Europe mobile wallet market Key takeaways, 2021 & 2030, Revenue (USD Million)
- Fig. 18 Europe mobile wallet market, 2017 2030 (USD Million)
- Fig. 19 Asia Pacific mobile wallet market Key takeaways, 2021 & 2030, Revenue (USD Million)
- Fig. 20 Asia Pacific mobile wallet market, 2017 2030 (USD Million)
- Fig. 21 Latin America mobile wallet market Key takeaways, 2021 & 2030, Revenue (USD Million)
- Fig. 22 Latin America mobile wallet market, 2017 2030 (USD Million)
- Fig. 23 MEA mobile wallet market Key takeaways, 2021 & 2030, Revenue (USD Million)
- Fig. 24 MEA mobile wallet market, 2017 2030 (USD Million)



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