

Kenya Mobile Money Market Report by Technology (USSD, Mobile Wallets, and Others), Business Model (Mobile Led Model, Bank Led Model), Transaction Type (Peer to Peer, Bill Payments, Airtime Top-ups, and Others) 2024-2032

<https://marketpublishers.com/r/K09FE155BB78EN.html>

Date: January 2024

Pages: 116

Price: US\$ 3,699.00 (Single User License)

ID: K09FE155BB78EN

Abstracts

The Kenya mobile money market size reached US\$ 133.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 641.3 Billion by 2032, exhibiting a growth rate (CAGR) of 18.5% during 2024-2032.

Mobile money is an innovative payment service that is operated under financial regulations and performed using a mobile device, offering simple person-to-person money transfer rather than complex banking transactions. It is an easy, secure, fast and affordable way of making payment.

Kenya is the second largest market for mobile money in Africa. Increasing adoption of mobile payment by major economic sectors in Kenya such as agriculture, health, retail and wholesale has supported the growth of mobile money industry in the country. Moreover, M-Pesa had launched mobile money services which included financial transactions such as deposit and withdrawal of money, transfer money, pay bills, etc. This initiative by M-Pesa has further boosted the mobile financial services market in Kenya. The popularity of mobile money is currently increasing among businesses in the country. It is largely being used for peer to peer transfer, cash transfer and purchasing goods and services. A large number of businesses and persons are using mobile money platform as a primary account for financial transactions. Various other factors driving the mobile money market in Kenya are increasing use of smart phones, rising internet penetration, lack of access to formal banking and increasing financial inclusion.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Kenya mobile money market report, along with forecasts for the period 2024-2032. Our report has categorized the market based on technology, business model and transaction type.

Breakup by Technology:

USSD

Mobile Wallets

Others

Currently, USSD holds majority of the market share in the Kenya mobile money market.

Breakup by Business Model:

Mobile Led Model

Bank Led Model

Currently, mobile led model holds the largest share in the Kenya mobile money market.

Breakup by Transaction Type:

Peer to Peer

Bill Payments

Airtime Top-ups

Others

Currently, peer to peer transaction type holds the highest share in the market.

Competitive Landscape:

The report has also examined the competitive landscape of the market and provides the profiles of the key players operating in the industry. Some of the key players include:

M-Pesa (Vodafone Group)

Equitel Inc.

MobiKash Afrika Limited

Airtel Money

Key Questions Answered in This Report:

How has the Kenya mobile money market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the Kenya mobile money market?

What is the breakup of the Kenya mobile money market based on the technology?

What is the breakup of the Kenya mobile money market based on the business model?

What is the breakup of the Kenya mobile money market based on the transaction type?

What are the various stages in the value chain of the Kenya mobile money market?

What are the key driving factors and challenges in Kenya mobile money market?

What is the structure of the Kenya mobile money market and who are the key players?

What is the degree of competition in the Kenya mobile money market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 KENYA MOBILE MONEY MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Technology
- 5.5 Market Breakup by Business Model
- 5.6 Market Breakup by Transaction Type
- 5.7 Market Forecast
- 5.8 SWOT Analysis
 - 5.8.1 Overview
 - 5.8.2 Strengths
 - 5.8.3 Weaknesses
 - 5.8.4 Opportunities

5.8.5 Threats

5.9 Value Chain Analysis

5.10 Porters Five Forces Analysis

5.10.1 Overview

5.10.2 Bargaining Power of Buyers

5.10.3 Bargaining Power of Suppliers

5.10.4 Degree of Competition

5.10.5 Threat of New Entrants

5.10.6 Threat of Substitutes

6 MARKET BREAKUP BY TECHNOLOGY

6.1 USSD

6.1.1 Market Trends

6.1.2 Market Forecast

6.2 Mobile Wallets

6.2.1 Market Trends

6.2.2 Market Forecast

6.3 Others

6.3.1 Market Trends

6.3.2 Market Forecast

7 MARKET BREAKUP BY BUSINESS MODEL

7.1 Mobile Led Model

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Bank Led Model

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY TRANSACTION TYPE

8.1 Peer to Peer

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Bill Payments

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Airtime Top-ups

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Others

8.4.1 Market Trends

8.4.2 Market Forecast

9 REGULATORY FRAMEWORK

10 COMPETITIVE LANDSCAPE

10.1 Market Structure

10.2 Key Players

10.3 Profiles of Key Players

10.3.1 M-Pesa (Vodafone Group)

10.3.2 Equitel Inc.

10.3.3 MobiKash Afrika Limited

10.3.4 Airtel Money

List Of Tables

LIST OF TABLES

Table 1: Kenya: Mobile Money Market: Key Industry Highlights, 2023 and 2032

Table 2: Kenya: Mobile Money Market Forecast: Breakup by Technology (in Billion US\$), 2024-2032

Table 3: Kenya: Mobile Money Market Forecast: Breakup by Business Model (in Billion US\$), 2024-2032

Table 4: Kenya: Mobile Money Market Forecast: Breakup by Transaction Type (in Billion US\$), 2024-2032

Table 5: Kenya: Mobile Money Market: Competitive Structure

Table 6: Kenya: Mobile Money Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Kenya: Mobile Money Market: Major Drivers and Challenges

Figure 2: Kenya: Mobile Money Market: Transaction Value (in Billion US\$), 2018-2023

Figure 3: Kenya: Mobile Money Market: Breakup by Technology (in %), 2023

Figure 4: Kenya: Mobile Money Market: Breakup by Business Model (in %), 2023

Figure 5: Kenya: Mobile Money Market: Breakup by Transaction Type (in %), 2023

Figure 6: Kenya: Mobile Money Market Forecast: Transaction Value (in Billion US\$), 2024-2032

Figure 7: Kenya: Mobile Money Industry: SWOT Analysis

Figure 8: Kenya: Mobile Money Industry: Value Chain Analysis

Figure 9: Kenya: Mobile Money Industry: Porter's Five Forces Analysis

Figure 10: Kenya: Mobile Money Market (USSD): Transaction Value (in Billion US\$), 2018 & 2023

Figure 11: Kenya: Mobile Money Market Forecast (USSD): Transaction Value (in Billion US\$), 2024-2032

Figure 12: Kenya: Mobile Money Market (Mobile Wallets): Transaction Value (in Billion US\$), 2018 & 2023

Figure 13: Kenya: Mobile Money Market Forecast (Mobile Wallets): Transaction Value (in Billion US\$), 2024-2032

Figure 14: Kenya: Mobile Money Market (Others): Transaction Value (in Billion US\$), 2018 & 2023

Figure 15: Kenya: Mobile Money Market Forecast (Others): Transaction Value (in Billion US\$), 2024-2032

Figure 16: Kenya: Mobile Money Market (Mobile Led Model): Transaction Value (in Billion US\$), 2018 & 2023

Figure 17: Kenya: Mobile Money Market Forecast (Mobile Led Model): Transaction Value (in Billion US\$), 2024-2032

Figure 18: Kenya: Mobile Money Market (Bank Led Model): Transaction Value (in Billion US\$), 2018 & 2023

Figure 19: Kenya: Mobile Money Market Forecast (Bank Led Model): Transaction Value (in Billion US\$), 2024-2032

Figure 20: Kenya: Mobile Money Market (Peer to Peer): Transaction Value (in Billion US\$), 2018 & 2023

Figure 21: Kenya: Mobile Money Market Forecast (Peer to Peer): Transaction Value (in Billion US\$), 2024-2032

Figure 22: Kenya: Mobile Money Market (Bill Payments): Transaction Value (in Billion

US\$), 2018 & 2023

Figure 23: Kenya: Mobile Money Market Forecast (Bill Payments): Transaction Value (in Billion US\$), 2024-2032

Figure 24: Kenya: Mobile Money Market (Airtime Top-ups): Transaction Value (in Billion US\$), 2018 & 2023

Figure 25: Kenya: Mobile Money Market Forecast (Airtime Top-ups): Transaction Value (in Billion US\$), 2024-2032

Figure 26: Kenya: Mobile Money Market (Others): Transaction Value (in Billion US\$), 2018 & 2023

Figure 27: Kenya: Mobile Money Market Forecast (Others): Transaction Value (in Billion US\$), 2024-2032

Figure 28: Kenya: Mobile Money Market: Breakup by Key Players (in %)

I would like to order

Product name: Kenya Mobile Money Market Report by Technology (USSD, Mobile Wallets, and Others), Business Model (Mobile Led Model, Bank Led Model), Transaction Type (Peer to Peer, Bill Payments, Airtime Top-ups, and Others) 2024-2032

Product link: <https://marketpublishers.com/r/K09FE155BB78EN.html>

Price: US\$ 3,699.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/K09FE155BB78EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970