

Mobile Commerce Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global mobile commerce market reached a value of US\$ 833.9 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 4,711.9 Billion by 2027, exhibiting a CAGR of 33.4% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Mobile commerce, or m-commerce, is a subset of e-commerce that refers to the use of wireless handheld devices for conducting commercial transactions online. It comprises mobile banking, in-app purchases, virtual marketplace apps, such as the Amazon mobile app, and digital wallets like Google Pay, Apple Pay, and Samsung Pay. It utilizes wireless devices, like cellphones, smartphones, smartwatches, and tablets, to authorize, initiate, and confirm the exchange of money. This is facilitated by the availability of point-of-sale (POS) terminals that process transactions using nearfield communications or the internet.

The increasing usage of wireless handheld devices that offer enhanced security, convenience and easy access to the internet has encouraged tech-savvy consumers to make mobile-based payments through digital wallets and online payment gateways. These methods enable buyers to make contactless payments, thereby eliminating card swiping and manual entry, which helps in reducing human error and facilitating a smoother checkout experience. This trend has further been facilitated by the introduction of multiple safety features in mobile and wearable devices, including biometrics authentication such as fingerprint and facial recognition, which have made mobile payments more secure. Moreover, many service providers are collaborating with

mobile operators to offer advanced payment solutions. Along with this, governments of various countries are undertaking initiatives to promote digital payment methods, which is providing a positive impact on market growth. Furthermore, the rising trend of bring-your-own-device (BYOD) and growing broadband connectivity are among the other factors stimulating the growth of the industry.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global mobile commerce market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on transaction type, payment mode and type of user.

Breakup by Transaction Type:

- M-Retailing
- M-Ticketing
- M-Billing
- Others

Breakup by Payment Mode:

- Near Field Communication (NFC)
- Premium SMS
- Wireless Application Protocol (WAP)
- Others

Breakup by Type of User:

- Smart Device Users
- Feature Phone Users

Breakup by Region:

- North America
 - United States
 - Canada
- Asia Pacific
 - China
 - Japan

India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Amazon.com Inc, Apple Inc., ASOS.com Limited, eBay Inc, Ericsson Inc., Gemalto (Thales Goup), Google LLC, International Business Machines (IBM) Corporation, Mastercard Inc., mopay Inc., Netflix, Inc., PayPal Holdings, Inc., SAP ERP, and Visa Inc.

Key Questions Answered in This Report:

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

What are the key regional markets?

What has been the impact of COVID-19 on the global mobile commerce market?

What is the breakup of the market based on the transaction type?

What is the breakup of the market based on the payment mode?

What is the breakup of the market based on the type of user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global mobile commerce market and who are the key players?

What is the degree of competition in the industry?

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