

Uganda 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), and Region 2024-2032

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Abstracts

The Uganda mobile money market size reached US\$ 104.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 960.1 Billion by 2032, exhibiting a growth rate (CAGR) of 27.1% during 2024-2032.

Mobile money allows subscribers to transfer money and make payments for services and products via mobile phones. Mobile money is gaining popularity in Uganda as they offer enhanced security features and convenience to users.

Mobile money adoption is growing at a strong pace in Uganda. In an underdeveloped financial infrastructure in the country with a large number of people having no formal bank account, the mobile money market in Uganda leverages the ubiquity of mobile phones and the convenience offered by the service to the consumers. Mobile money facilitates faster money transfer, safe and secure transaction, affordability and cross border money transfer. Increasing internet penetration in the country has also supported the growth of the market. Mobile money in Uganda has overtaken cash pick-up and bank deposits as the favored method to receive money. Moreover, increasing awareness, urbanization and ever-changing technology has further encouraged the adoption of mobile money services in the country. The ease of using an application on mobile phones for making a transaction have made people familiar with the innovations, thereby fueling the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Uganda 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 Uganda mobile money market.

Breakup by Business Model:

- Mobile Led Model
- Bank Led Model

Currently, mobile led model holds the largest share in the Uganda 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:

- MTN Group Limited (MTN Uganda)
- Bharti Airtel Limited

Key Questions Answered in This Report

1. How big is the Uganda mobile money market?
2. What is the expected growth rate of the Uganda mobile money market during 2024-2032?
3. What are the key factors driving the Uganda mobile money market?
4. What has been the impact of COVID-19 on the Uganda mobile money market?
5. What is the breakup of the Uganda mobile money market based on the technology?
6. What is the breakup of the Uganda mobile money market based on the business model?
7. What is the breakup of the Uganda mobile money market based on the transaction type?
8. Who are the key players/companies in the Uganda 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 UGANDA 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 MTN Group Limited (MTN Uganda)

10.3.2 Bharti Airtel Limited

List Of Tables

LIST OF TABLES

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

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

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

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

Table 5: Uganda: Mobile Money Market: Competitive Structure

Table 6: Uganda: Mobile Money Market: Key Players

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

Figure 7: Uganda: Mobile Money Industry: SWOT Analysis

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

US\$), 2018 & 2023

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

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

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

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

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

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

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