

# EUROPE MOBILE PAYMENT MARKET FORECAST 2017-2025

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## Abstracts

### KEY FINDINGS

The Europe mobile payment market is expected to grow at a CAGR of 22.91% over the forecast period of 2017-2025. This anticipated growth in the CAGR is also expected to increase the revenue generated by the market from \$190 billion in 2016 up to \$1344 billion by 2025.

### MARKET INSIGHTS

The large number of mergers, acquisitions, and partnership of the major players within the region, a preference for the mobile payment mode over traditional payment methods, the phenomenal surge in e-commerce and the exponential advancement in technology are all acting as the major drivers for the market expansion. The mobile payment market is segmented on the basis of two main criteria: the medium and the payment type. The medium is again sub-categorized into contactless, USSD, SMS and internet, with the SMS accounting for a larger share in this category. The type of payment segment is further categorized on the basis of mobile commerce services and mobile P2P (person to person) transfer, with the P2P being a more popular type. Although the prospects looks good for the market, factors such as huge a capital requirement, unwillingness among some customers to switch to newer technology, security threats, and the incidents of spyware and malware attacks may act as restraints and slow down the mobile payment market growth in the future

### COMPETITIVE INSIGHTS

Paypal, Yeepay, Mastercard, Intuit Pay, Airtel Money, Apple Inc, Tenpay Technology

Ltd, Softcard, Boku, Izettle, Google, 99bill Corporation, Square Inc, Merchant Customer Exchange, Dwolla Corp, We Pay Inc, etc are some of the big players in the market.

## Contents

### **1. RESEARCH SCOPE**

- 1.1. STUDY GOALS
- 1.2. SCOPE OF THE MARKET STUDY
- 1.3. WHO WILL FIND THIS REPORT USEFUL?
- 1.4. STUDY AND FORECASTING YEARS

### **2. RESEARCH METHODOLOGY**

- 2.1. SOURCES OF DATA
  - 2.1.1. SECONDARY DATA
  - 2.1.2. PRIMARY DAT
- 2.2. TOP DOWN APPROACH
- 2.3. BOTTOM UP APPROACH
- 2.4. DATA TRIANGULATION
- 2.5. ESTIMATION METHODOLOGY

### **3. EXECUTIVE SUMMARY**

- 3.1. MARKET SUMMARY
- 3.2. KEY FINDINGS
  - 3.2.1. EUROPE DOMINATES THE GLOBAL MOBILE PAYMENT MARKET
  - 3.2.2. MOBILE PAYMENTS HAVE BECOME A MAINSTREAM PAYMENT METHOD
  - 3.2.3. MOBILE PERSON TO PERSON TRANSFER (P2P) HOLDS MAJOR CHUNK OF THE EUROPEMOBILE PAYMENT MARKET BY TYPE OF PAYMENT

### **4. MARKET OVERVIEW**

- 4.1. MARKET DEFINITION
- 4.2. MARKET CONSTITUENTS
  - 4.2.1. BANKS AND TELECOM COMPANIES
- 4.3. REGULATORY BODIES
  - 4.3.1. FINANCIAL REGULATORS
  - 4.3.2. TELECOM REGULATORS
  - 4.3.3. DATA PROTECTION
- 4.4. MOBILE PAYMENT PLATFORM PROVIDERS
  - 4.4.1. APPLICATION DEVELOPERS

#### 4.5. DRIVERS

4.5.1. THE EUROPE MOBILE PAYMENT MARKET IS DRIVEN BY ACQUISITIONS AND PARTNERSHIPS

4.5.2. MOBILE PAYMENT IS BEING PREFERRED OVER TRADITIONAL BANKING METHODS

4.5.3. TECHNOLOGICAL ADVANCEMENT BLOOMING THE MOBILE PAYMENT MARKET

4.5.4. SMALL MERCHANTS AND BUSINESSES ACCEPTING MOBILE PAYMENTS

4.5.5. EXTENSIVE USE OF MOBILE PAYMENT BY UNBANKED POPULATION

4.5.6. MOBILE PAYMENT MARKET DRIVEN BY GROWTH IN E-COMMERCE

#### 4.6. RESTRAINTS

4.6.1. SECURITY THREATS ARE THE MAJOR CONCERN

4.6.2. SPYWARE AND MALWARE ATTACKS MAY SLOW DOWN THE MOBILE PAYMENT MARKET

4.6.3. INTEROPERABILITY IS A KEY CONCERN

#### 4.7. OPPORTUNITIES

4.7.1. INTRODUCTION OF MORE USER-FRIENDLY TECHNOLOGIES TO CREATE SCOPE FOR MOBILE PAYMENT MARKET

4.7.2. ENTRY OF BIG PLAYERS IN MOBILE PAYMENT MARKET TO CREATE HUGE SCOPE FOR EUROPEPAYMENT MARKET

4.7.3. EMPHASIS ON USER-CONVENIENCE GIVING RISE TO ADOPTION OF MOBILE PAYMENT SYSTEMS

4.7.4. CASH TRANSACTION LIMIT

4.7.5. SMART CITIES EXPECTED TO BRING SIGNIFICANT BUSINESS FOR MOBILE PAYMENT MARKET

4.7.6. UNBANKED GEOGRAPHIES ARE THE OPPORTUNITY MARKETS

#### 4.8. CHALLENGES

4.8.1. UNWILLINGNESS TO SWITCH TO NEW TECHNOLOGY

4.8.2. HUGE CAPITAL REQUIREMENT

4.8.3. NEW ADDITIONS TO THE TECHNOLOGY AND UNCLEAR RULES CONFUSE THE MARKET PLAYERS AND CUSTOMERS

4.8.4. LACK OF CONFIDENCE AND LATE ARRIVAL SCENARIO MAY AFFECT THE GROWTH OF THE MARKET

4.8.5. ADDRESSING THE COMPLEXITIES IS A CONCERN

4.8.6. LACK OF TECHNOLOGICAL STANDARDS

4.8.7. MOBILE PAYMENTS NEED TO CREATE SPACE FOR LONG TERM GROWTH

### **5. EUROPE MOBILE PAYMENT MARKET BY TYPES OF PAYMENT 2017-2025 (\$**

**BILLION)**

5.1. MOBILE PERSON TO PERSON TRANSFER (P2P)

5.2. MOBILE COMMERCE

5.2.1. VARIOUS MOBILE COMMERCE SERVICES

5.3. PREPAID MOBILE WALLET

5.4. IN APP BILLING

5.5. CARRIER BILLING

5.6. CLOSED LOOP PAYMENTS

**6. EUROPE MOBILE PAYMENT MARKET BY MEDIUM 2017-2025 (\$ BILLION)**

6.1. SMS

6.2. INTERNET

6.3. CONTACTLESS

6.4. USSD

**7. KEY ANALYTICS**

7.1. PORTERS 5 FORCE MODEL

7.1.1. BARGAINING POWER OF BUYERS

7.1.2. BARGAINING POWER OF SUPPLIERS

7.1.3. THREAT OF SUBSTITUTE PRODUCTS

7.1.4. THREAT OF NEW ENTRANTS

7.1.5. INTENSITY OF COMPETITIVE RIVALRY

7.2. VENDOR LANDSCAPE

7.3. OPPORTUNITY MATRIX

**8. EUROPE MOBILE PAYMENT MARKET BY COUNTRIES 2017-2025 (\$ BILLION)**

8.1. UK

8.2. FINLAND

8.3. SWEDEN

8.4. NORWAY

8.5. GERMANY

8.6. REST OF EUROPE

**9. COMPETITIVE LANDSCAPE**

- 9.1. MARKET SHARE ANALYSIS
- 9.2. STRATEGIC MOVES
- 9.3. COMPANY PROFILES
  - 9.3.1. APPLE INC.
  - 9.3.2. ALIPAY
  - 9.3.3. AIRTEL MONEY
  - 9.3.4. BOKU
  - 9.3.5. BANK OF AMERICA
  - 9.3.6. BANCO BILBAO VIZCAYA ARGENTARIA WALLET
  - 9.3.7. BEIJING QIANDAIBAO PAYMENT TECHNOLOGY LTD.
  - 9.3.8. CHINA UNIONPAY
  - 9.3.9. MERCHANT CUSTOMER EXCHANGE
  - 9.3.10. M-PESA
  - 9.3.11. DWOLLA CORP
  - 9.3.12. G-XCHANGE
  - 9.3.13. GOOGLE
  - 9.3.14. IZETTL
  - 9.3.15. INTUIT PAY
  - 9.3.16. MASTERCARD
  - 9.3.17. SQUARE INC
  - 9.3.18. TENPAY TECHNOLOGY LTD
  - 9.3.19. THE WESTERN UNION COMPANY
  - 9.3.20. WE PAY INC
  - 9.3.21. YEETPAY
  - 9.3.22. 99BILL CORPORATION
  - 9.3.23. SOFTCARD
  - 9.3.24. PAYTM
  - 9.3.25. PAYPAL
  - 9.3.26. PAYMENTWALL
  - 9.3.27. OBOPAY INC

## List Of Tables

### LIST OF TABLES

TABLE 1 EUROPE MOBILE PAYMENT MARKET BY COUNTRIES 2017-2025 (\$ BILLION)

TABLE 2 MOBILE PAYMENT RISKS AND CHALLENGES

TABLE 3 EUROPE MOBILE PAYMENT MARKET BY TYPES OF PAYMENT 2017-2025 (\$ BILLION)

TABLE 4 MOBILE WALLET TECHNOLOGIES

TABLE 5 EUROPE MOBILE PAYMENT MARKET BY MEDIUM 2017-2025 (\$ BILLION)

TABLE 6 EUROPE MOBILE PAYMENT MARKET BY COUNTRIES 2017-2025 (\$ BILLION)

## List Of Figures

### LIST OF FIGURES

FIGURE 1 EUROPE MOBILE PAYMENT MARKET BY TYPES OF MOBILE PAYMENT 2017-2025 (\$ BILLION)

FIGURE 2 EVOLUTION OF PAYMENT SYSTEM

FIGURE 3 REGULATORY BODIES IMPACTING MOBILE PAYMENT MARKET

FIGURE 4 PERCENTAGE OF PHISHING ATTACKS BY SECTOR IN 2015

FIGURE 5 MOBILE PAYMENTS EUROPE PRODUCT MIX BY VALUE 2014

FIGURE 6 IMPACT OF MOBILE FINANCIAL SERVICES ON UNBANKED GEOGRAPHIES IN 2016

FIGURE 7 EUROPE MOBILE PERSON TO PERSON TRANSFER (P2P) MARKET 2017-2025 (\$ MILLION)

FIGURE 8 EUROPE MOBILE COMMERCE MARKET 2017-2025 (\$ BILLION)

FIGURE 9 EUROPE PREPAID MOBILE WALLET MARKET 2017-2025 (\$ BILLION)

FIGURE 10 EUROPE IN APP BILLING MARKET 2017-2025 (\$ BILLION)

FIGURE 11 EUROPE CARRIER BILLING MARKET 2017-2025 (\$ BILLION)

FIGURE 12 EUROPE CLOSED LOOP PAYMENTS MARKET 2017-2025 (\$ BILLION)

FIGURE 13 EUROPE SMS MARKET 2017-2025 (\$ BILLION)

FIGURE 14 EUROPE INTERNET MARKET 2017-2025 (\$ BILLION)

FIGURE 15 EUROPE CONTACTLESS MARKET 2017-2025 (\$ BILLION)

FIGURE 16 EUROPE USSD MARKET 2017-2025 (\$ BILLION)

FIGURE 17 SMARTPHONE USERS IN UK BY AGE GROUP IN 2015

FIGURE 18 UK MOBILE PAYMENT MARKET 2017-2025 (\$ BILLION)

FIGURE 19 SWEDEN MOBILE PAYMENT MARKET 2017-2025 (\$ BILLION)

FIGURE 20 FINLAND MOBILE PAYMENT MARKET 2017-2025 (\$ BILLION)

FIGURE 21 SMART PHONE USERS IN FINLAND 2014-2018 (\$ MILLION)

FIGURE 22 NORWAY MOBILE PAYMENT MARKET 2017-2025 (\$ BILLION)

FIGURE 23 GERMANY MOBILE PAYMENT MARKET 2017-2025 (\$ BILLION)

FIGURE 24 REST OF EUROPE MOBILE PAYMENT MARKET 2017-2025 (\$ BILLION)

FIGURE 25 MARKET SHARE OF MOBILE PAYMENT MARKET 2015



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