

# Mobile Money Market Report: Trends, Forecast and Competitive Analysis to 2030

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## Abstracts

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### Mobile Money Trends and Forecast

The future of the global mobile money market looks promising with opportunities in the money transfer, bill payment, airtime transfer and top-ups, travel and ticketing, and merchandise and coupon markets. The global mobile money market is expected to reach an estimated \$33.8 billion by 2030 with a CAGR of 22.0% from 2024 to 2030. The major drivers for this market are rise in the number of mobile subscribers and increasing government efforts to encourage a cashless economy.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

### Mobile Money by Segment

The study includes a forecast for the global mobile money by type of payment, transaction mode, nature of payment, application, and region.

Mobile Money Market by Type of Payment [Shipment Analysis by Value from 2018 to 2030]:

Remote Payments

Proximity Payments

Mobile Money Market by Transaction Mode [Shipment Analysis by Value from 2018 to 2030]:

Point of Sale (PoS)

Mobile Apps

QR Codes

Mobile Money Market by Nature of Payment [Shipment Analysis by Value from 2018 to 2030]:

Person to Person (P2P)

Person to Business (P2B)

Business to Person (B2P)

Business to Business (B2B)

Mobile Money Market by Application [Shipment Analysis by Value from 2018 to 2030]:

Money Transfers

Bill Payments

Airtime Transfer and Top-Ups

Travel and Ticketing

Merchandise and Coupons

Mobile Money Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

### List of Mobile Money Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies mobile money companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the mobile money companies profiled in this report include-

Vodafone

Google

Orange

FIS

PayPal

Mastercard

Fiserv

### Mobile Money Market Insights

Lucintel forecasts that proximity payment is expected to witness higher growth over the forecast period due to rising adoption of mobile payment technologies.

Within this market, money transfer will remain the largest segment.

APAC will remain the largest region over the forecast period due to rapid adoption of mobile money solutions and significantly growing e-commerce industry in the region.

## Features of the Global Mobile Money Market

**Market Size Estimates:** Mobile money market size estimation in terms of value (\$B).

**Trend and Forecast Analysis:** Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

**Segmentation Analysis:** Mobile money market size by various segments, such as by type of payment, transaction mode, nature of payment, application, and region in terms of value (\$B).

**Regional Analysis:** Mobile money market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

**Growth Opportunities:** Analysis of growth opportunities in different type of payment, transaction modes, nature of payment, applications, and regions for the mobile money market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape of the mobile money market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

## FAQ

**Q1. What is the mobile money market size?**

**Answer:** The global mobile money market is expected to reach an estimated \$33.8 billion by 2030.

**Q2. What is the growth forecast for mobile money market?**

**Answer:** The global mobile money market is expected to grow with a CAGR of 22.0% from 2024 to 2030.

**Q3. What are the major drivers influencing the growth of the mobile money market?**

Answer: The major drivers for this market are rise in the number of mobile subscribers and increasing government efforts to encourage a cashless economy.

Q4. What are the major segments for mobile money market?

Answer: The future of the mobile money market looks promising with opportunities in the money transfer, bill payment, airtime transfer and top-ups, travel and ticketing, and merchandise and coupon markets.

Q5. Who are the key mobile money market companies?

Answer: Some of the key mobile money companies are as follows:

Vodafone

Google

Orange

FIS

PayPal

Mastercard

Fiserv

Q6. Which mobile money market segment will be the largest in future?

Answer: Lucintel forecasts that proximity payment is expected to witness higher growth over the forecast period due to rising adoption of mobile payment technologies.

Q7. In mobile money market, which region is expected to be the largest in next 5 years?

Answer: APAC will remain the largest region over the forecast period due to rapid adoption of mobile money solutions and significantly growing e-commerce industry in the region.

Q.8 Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% customization without any additional cost.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the mobile money market by type of payment (remote payments and proximity payments), transaction mode (point of sale (PoS), mobile apps, and QR codes), nature of payment (person to person (P2P), person to business (P2B), business to person (B2P), and business to business (B2B)), application (money transfers, bill payments, airtime transfer and top-ups, travel and ticketing, and merchandise and coupons), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to Mobile Money Market, Mobile Money Market Size, Mobile Money Market Growth, Mobile Money Market Analysis, Mobile Money Market Report, Mobile Money Market Share, Mobile Money Market Trends, Mobile Money Market Forecast, Mobile Money Companies, write Lucintel analyst at email: [helpdesk@lucintel.com](mailto:helpdesk@lucintel.com). We will be glad to get back to you soon.

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