

Development Trends in the Mobile Payment Industry of Japan and Singapore and Key Strategies of Three Major Players (pre-order)

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Abstracts

The demand for mobile payments is growing steadily. While it may not yet be the primary revenue driver, the development potential of mobile payment-related businesses and government efforts to improve the industry environment have prompted major players in Japan and Singapore to focus on enhancing operational synergies and increasing revenue contributions. This report provides an overview of the mobile payment markets in Japan and Singapore, including their promotional policies, analyzes the strategies of three major players—LY, Grab, and Apple—and explores future industry trends.

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