

# Mobile Payment Trends and Leading Brands' Deployment Strategies (pre-order)

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## Abstracts

Thanks to leading international players' aggressive promotion, mobile payment has become a major payment method nowadays. However, even in China where mobile payment has been widely adopted, 90% of the market has been dominated by Alipay and WeChat Pay. Unlike China, Taiwan has seen the emergence of several mobile payment players. By keeping track of industry trends as well as potential innovative applications, Taiwanese mobile payment service providers will be able to differentiate themselves from others. This report analyzes leading international mobile payment service providers' deployment strategies in five market segments and explores three major trends and four applications for their mobile payment services in 2020 and beyond.

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