

# Mobile Payment-Asia Pacific Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/M98F36781C8EN.html>

Date: April 2018

Pages: 157

Price: US\$ 3,480.00 (Single User License)

ID: M98F36781C8EN

## Abstracts

### Report Summary

Mobile Payment-Asia Pacific Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Mobile Payment industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole Asia Pacific and Regional Market Size of Mobile Payment 2013-2017, and development forecast 2018-2023

Main market players of Mobile Payment in Asia Pacific, with company and product introduction, position in the Mobile Payment market

Market status and development trend of Mobile Payment by types and applications

Cost and profit status of Mobile Payment, and marketing status

Market growth drivers and challenges

The report segments the Asia Pacific Mobile Payment market as:

Asia Pacific Mobile Payment Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

China

Japan

Korea

India

Southeast Asia

Australia

Asia Pacific Mobile Payment Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Mobile Phone

Tablet PC

Other

Asia Pacific Mobile Payment Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Personal

Enterprise

Other

Asia Pacific Mobile Payment Market: Players Segment Analysis (Company and Product introduction, Mobile Payment Sales Volume, Revenue, Price and Gross Margin):

Apple

Google

American Express Company

Mastercard

PayPal

Isis Mobile Wallet

Visa

Merchant Customer Exchange

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

## Contents

### **CHAPTER 1 OVERVIEW OF MOBILE PAYMENT**

- 1.1 Definition of Mobile Payment in This Report
- 1.2 Commercial Types of Mobile Payment
  - 1.2.1 Mobile Phone
  - 1.2.2 Tablet PC
  - 1.2.3 Other
- 1.3 Downstream Application of Mobile Payment
  - 1.3.1 Personal
  - 1.3.2 Enterprise
  - 1.3.3 Other
- 1.4 Development History of Mobile Payment
- 1.5 Market Status and Trend of Mobile Payment 2013-2023
  - 1.5.1 Asia Pacific Mobile Payment Market Status and Trend 2013-2023
  - 1.5.2 Regional Mobile Payment Market Status and Trend 2013-2023

### **CHAPTER 2 ASIA PACIFIC MARKET STATUS AND FORECAST BY REGIONS**

- 2.1 Market Status of Mobile Payment in Asia Pacific 2013-2017
- 2.2 Consumption Market of Mobile Payment in Asia Pacific by Regions
  - 2.2.1 Consumption Volume of Mobile Payment in Asia Pacific by Regions
  - 2.2.2 Revenue of Mobile Payment in Asia Pacific by Regions
- 2.3 Market Analysis of Mobile Payment in Asia Pacific by Regions
  - 2.3.1 Market Analysis of Mobile Payment in China 2013-2017
  - 2.3.2 Market Analysis of Mobile Payment in Japan 2013-2017
  - 2.3.3 Market Analysis of Mobile Payment in Korea 2013-2017
  - 2.3.4 Market Analysis of Mobile Payment in India 2013-2017
  - 2.3.5 Market Analysis of Mobile Payment in Southeast Asia 2013-2017
  - 2.3.6 Market Analysis of Mobile Payment in Australia 2013-2017
- 2.4 Market Development Forecast of Mobile Payment in Asia Pacific 2018-2023
  - 2.4.1 Market Development Forecast of Mobile Payment in Asia Pacific 2018-2023
  - 2.4.2 Market Development Forecast of Mobile Payment by Regions 2018-2023

### **CHAPTER 3 ASIA PACIFIC MARKET STATUS AND FORECAST BY TYPES**

- 3.1 Whole Asia Pacific Market Status by Types
  - 3.1.1 Consumption Volume of Mobile Payment in Asia Pacific by Types

- 3.1.2 Revenue of Mobile Payment in Asia Pacific by Types
- 3.2 Asia Pacific Market Status by Types in Major Countries
  - 3.2.1 Market Status by Types in China
  - 3.2.2 Market Status by Types in Japan
  - 3.2.3 Market Status by Types in Korea
  - 3.2.4 Market Status by Types in India
  - 3.2.5 Market Status by Types in Southeast Asia
  - 3.2.6 Market Status by Types in Australia
- 3.3 Market Forecast of Mobile Payment in Asia Pacific by Types

## **CHAPTER 4 ASIA PACIFIC MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

- 4.1 Demand Volume of Mobile Payment in Asia Pacific by Downstream Industry
- 4.2 Demand Volume of Mobile Payment by Downstream Industry in Major Countries
  - 4.2.1 Demand Volume of Mobile Payment by Downstream Industry in China
  - 4.2.2 Demand Volume of Mobile Payment by Downstream Industry in Japan
  - 4.2.3 Demand Volume of Mobile Payment by Downstream Industry in Korea
  - 4.2.4 Demand Volume of Mobile Payment by Downstream Industry in India
  - 4.2.5 Demand Volume of Mobile Payment by Downstream Industry in Southeast Asia
  - 4.2.6 Demand Volume of Mobile Payment by Downstream Industry in Australia
- 4.3 Market Forecast of Mobile Payment in Asia Pacific by Downstream Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF MOBILE PAYMENT**

- 5.1 Asia Pacific Economy Situation and Trend Overview
- 5.2 Mobile Payment Downstream Industry Situation and Trend Overview

## **CHAPTER 6 MOBILE PAYMENT MARKET COMPETITION STATUS BY MAJOR PLAYERS IN ASIA PACIFIC**

- 6.1 Sales Volume of Mobile Payment in Asia Pacific by Major Players
- 6.2 Revenue of Mobile Payment in Asia Pacific by Major Players
- 6.3 Basic Information of Mobile Payment by Major Players
  - 6.3.1 Headquarters Location and Established Time of Mobile Payment Major Players
  - 6.3.2 Employees and Revenue Level of Mobile Payment Major Players
- 6.4 Market Competition News and Trend
  - 6.4.1 Merger, Consolidation or Acquisition News
  - 6.4.2 Investment or Disinvestment News

### 6.4.3 New Product Development and Launch

## **CHAPTER 7 MOBILE PAYMENT MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

### 7.1 Apple

#### 7.1.1 Company profile

#### 7.1.2 Representative Mobile Payment Product

#### 7.1.3 Mobile Payment Sales, Revenue, Price and Gross Margin of Apple

### 7.2 Google

#### 7.2.1 Company profile

#### 7.2.2 Representative Mobile Payment Product

#### 7.2.3 Mobile Payment Sales, Revenue, Price and Gross Margin of Google

### 7.3 American Express Company

#### 7.3.1 Company profile

#### 7.3.2 Representative Mobile Payment Product

#### 7.3.3 Mobile Payment Sales, Revenue, Price and Gross Margin of American Express

### Company

### 7.4 Mastercard

#### 7.4.1 Company profile

#### 7.4.2 Representative Mobile Payment Product

#### 7.4.3 Mobile Payment Sales, Revenue, Price and Gross Margin of Mastercard

### 7.5 PayPal

#### 7.5.1 Company profile

#### 7.5.2 Representative Mobile Payment Product

#### 7.5.3 Mobile Payment Sales, Revenue, Price and Gross Margin of PayPal

### 7.6 Isis Mobile Wallet

#### 7.6.1 Company profile

#### 7.6.2 Representative Mobile Payment Product

#### 7.6.3 Mobile Payment Sales, Revenue, Price and Gross Margin of Isis Mobile Wallet

### 7.7 Visa

#### 7.7.1 Company profile

#### 7.7.2 Representative Mobile Payment Product

#### 7.7.3 Mobile Payment Sales, Revenue, Price and Gross Margin of Visa

### 7.8 Merchant Customer Exchange

#### 7.8.1 Company profile

#### 7.8.2 Representative Mobile Payment Product

#### 7.8.3 Mobile Payment Sales, Revenue, Price and Gross Margin of Merchant Customer Exchange

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF MOBILE PAYMENT**

- 8.1 Industry Chain of Mobile Payment
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF MOBILE PAYMENT**

- 9.1 Cost Structure Analysis of Mobile Payment
- 9.2 Raw Materials Cost Analysis of Mobile Payment
- 9.3 Labor Cost Analysis of Mobile Payment
- 9.4 Manufacturing Expenses Analysis of Mobile Payment

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF MOBILE PAYMENT**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation
  - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
  - 12.2.1 Secondary Sources
  - 12.2.2 Primary Sources
- 12.3 Reference

## I would like to order

Product name: Mobile Payment-Asia Pacific Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/M98F36781C8EN.html>

Price: US\$ 3,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M98F36781C8EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970