

Global Mobile Wallet Market Research and Analysis, 2014-2020

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Abstracts

MARKET INSIGHTS:

The Global Mobile Wallet Market is expected to grow at the CAGR of 35% during 2015-2022. The market has attracted the global players due to significant growth across the globe. The Key Players such as Apple, Google, Alipay, M-Paisa are focused more into M&A, collaboration, partnership are the key strategy adopted by the mobile wallet companies to stay competitive. Rise in adoption of Smartphone, I-pad, tablet and other gadgets triggered the growth of mobile wallet market. Online transaction, Online Shopping, Online ticket booking and online money transfer contributed in the significant growth of Global Mobile Wallet Market.

Global rise in e-commerce industries and person to person money transfer are boosting the market growth. Low-middle income countries an emerging economies such as India, China, Korea and Japan are expected to contribute significantly in Global Mobile Wallet Market. Rigidity of banks and stringent government rules and policies enable the global mobile wallet to grow significantly in Low-middle income countries such as Africa and Nigeria. There is huge demand for mobile wallet applications such as close loop payment which has considerable contribution in Global Mobile Wallet Market.

GEOGRAPHICAL INSIGHTS

North America is expected to contribute highest in Global Mobile Wallet Market followed by Europe. North America generates highest revenues across the globe due to huge adoption of mobile wallet application and mode of payment services followed by Europe. Rigid Banking norms enable the Mobile Wallet Market to grow fast in low-middle income countries such as Africa, Nigeria. Emerging economies such as China,

India, Japan and Korea are expected to create huge opportunity for Global Mobile Wallet Market due to huge customer base and growth of e-commerce industries. The report includes detailed Market Overview, Market Determinants, Company Profiling, Sector Analysis, Market Segmentation, Geographical Analysis, Strategic Recommendations, Key Company Analysis, GAP Analysis, Key Findings, Market Estimations, Market Insights, Analyst Insights and predictive analysis of the market. Competitive Insights:

The key players of Global Mobile Wallet Market includes: Blackberry, First Data, M-Pesa, Airtel money Google, American Express, Alipay, VISA, Softcard, Apple Pay, AT&T, Mastercard, Sprint, Samsung. Other companies profiled in the report include- Current C, Dwolla Corp, Bank of America, China and Unionpay. M&A, product expansion, product launch and partnership are the key strategy adopted in the global mobile wallet market.

MARKET SEGMENTATION:

Global Mobile Wallet Market is segmented on the basis of Application, Mode of Payment, Stakeholders and Geography. Global Mobile Wallet Market by application includes, mobile ticketing, mobile commerce rail, metro, bus ticket market, boarding passes, airline ticket markets, mobile coupons, transfer market, micro payment and so on. Rise in Smartphone users across the globe are expected to drive the market.

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