

# Mobile and Alternative Payments in Canada

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## Abstracts

Mobile payments are gaining a foothold in Canada: Of an estimated 22 million Canadian adult mobile phone users, some 17% have made a mobile payment in past 12 months, according to Packaged Facts' survey results. But in this very nascent-stage market, the issue comes down to the method of payment. Despite Canada's solid contactless point-of-sale base, we see significant challenges for NFC-based mobile payments. However, mobile P2P has already taken hold, and we expect mobile P2P to continue to lead Canadian mobile payments growth, thanks in large part to PayPal and Zoompass, already popular P2P methods straddling online and mobile payments. While QR code awareness is low, our consumer survey results suggest that mobile payers are twice as likely to use a barcode scanning apps during the next 12 months than during the last 12 months. And with Starbucks' Canadian rollout of its barcode scan-based mobile payment application, usage—and interest—could rise.

Packaged Facts expects Canadian E-Wallet and electronic P2P payments to grow at a compound annual growth rate of 62% during 2012-2015, on the heels of recent and expected mobile payments launches and subsequent consumer uptake.

Mobile and Alternative Payments in Canada provides industry participants with the wealth of analysis and guidance they need to stay abreast of this quickly evolving market. Report coverage includes market sizing and forecast for Canadian mobile payments, as well as a comprehensive evaluation of competitor dynamics:

Canadian contactless and mobile payment strategies employed by American Express, Interac, MasterCard and Visa.

Mobile payments strategies employed by non-banks: carrier-based payment strategies, led by Rogers Communications and Zoompass; alternative payments & emerging wallet payment strategies, led by Google, PayPal and Square; direct

carrier billing, provided by Bango and Text2pay; and emerging mobile payment acceptance options, led by NetSecure Technologies and Payfirma.

Mobile banking and mobile payment solutions of Canada's Big 5 banks (Bank of Montreal, Canadian Imperial Bank of Commerce Royal Bank of Canada, Scotiabank and Toronto-Dominion Bank)

Merchant perspective on Canadian mobile payments and analysis of the diverging mobile payment paths taken by Canadian QSR players Tim Hortons and Starbucks.

Macro trends shaping the Canadian mobile payments landscape, including internet and mobile phone use trends; eCommerce and online merchant adoption trends; Payment method trends; mobile banking and payments usage versus future interest; and security and fraud.

In addition, Proprietary Packaged Facts consumer survey data provide the basis for a detailed analysis of the consumer context:

Mobile phone and smartphone ownership trends, feature usage, app usage, and tablet ownership

Mobile payment methods (i.e. P2P, bill payment, etc.) and payment funding choices by demographic

Mobile payers' current and intended use of mobile payment, deposit and communication methods, broken out by smartphone users, non-smartphone users, mobile bankers, and mobile payers

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