

Reassessing Mobile Payments: A Duopoly or Oligopoly?

<https://marketpublishers.com/r/RB9E5DEC20CEN.html>

Date: June 2016

Pages: 58

Price: US\$ 3,500.00 (Single User License)

ID: RB9E5DEC20CEN

Abstracts

This report analyzes market competition in the mobile payment industry, focusing on business strategies of payment platform developers including Apple Pay, Android Pay, PayPal, and other emerging solution providers. The report also examines external factors that will shape the market adoption trajectory, including merchants' adoption of EMV standards, e-commerce growth, and the impact of payment network providers' business strategies. The report concludes with five-year forecasts of U.S. mobile payment users and the value of transactions completed through mobile payments.

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