

Ghana Mobile Money Market: Market Size, Forecast, Insights, and Competitive Landscape

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Abstracts

The Ghana mobile money market is expected to grow at a CAGR of around 18.3% during 2023-2030. This report on Ghana mobile money market report provides holistic understanding of the market along with market sizing, forecast, drivers, challenges, and competitive landscape. The report presents a clear picture of the Ghana mobile money market by segmenting the market based on technology, business model, and transaction. Also, detailed profiles of companies operating in the Mobile Money market are provided in this report. We believe that this report will aid the professionals and industry stakeholders in making informed decision.

Market Drivers

Increasing Trend of Convenience

Expansion in Mobile Money Agent

Technological Advancements

Market Challenges

Classic Free Rider Problem

Commercial Competition

Historical & Forecast Period

Base Year: 2022

Historical Period: 2018-2022

Forecast Period: 2023-2030

Market by Technology

USSD

Mobile Wallet

Others

Market by Business Model

Mobile led Model

Bank led Model

Market by Transaction

Peer to Peer

Bill Payment

Airtime Topup

Others

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