

# Global Mobile Money Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

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## Abstracts

Mobile money is a digital wallet service that enables consumers to store, send, and receive money using mobile devices. Mobile money is a popular alternative to bank accounts, as it can be used both on smartphones and basic feature phones. Mobile money stores funds in a secure electronic account connected to a mobile phone number. Mobile money services are accessed through Short Message Service (SMS), direct mobile billing, and mobile web application systems.

Based on transaction mode, the market is divided into near field communication, direct mobile billing, SMS, mobile application, and others. Based on the type of purchase, it is categorized into airtime transfer, money transfers and payments, travel and ticketing, and others. Based on industry vertical, the market is segmented into BFSI, telecom and IT, retail, healthcare, media and entertainment, transportation and logistics, and others. Geographic breakdown and deep analysis of each of the previously mentioned segments is included for North America, Europe, Asia-Pacific, and LAMEA.

## MARKET DYNAMICS:

Drivers:

Growth in use of mobile money services in developing economies such as India, China, Brazil, and Mexico due to growing urbanization and increasing dependability on internet and e-commerce.

Increase in demand for mobile money services due to rise in use

of mobile devices among users and increasing  
awareness of non-cash payments

#### Restraints:

Increasing data security concerns

#### MARKET PLAYERS:

The key players in the global mobile money market include Vodafone Group Plc, Gemalto, MasterCard Incorporated, Obopay, Orange S.A., Bharti Airtel Ltd., Monitise Plc, Mahindra Comviva, FIS, and Google, Inc.

#### KEY TAKEAWAYS

#### MARKET LANDSCAPE

##### By Transaction Mode

Near field communication

Direct mobile billing

SMS

Mobile application

Others

##### By Type of Purchase

Airtime transfer

Money transfer and payments

Travel and ticketing

Others

By Industry Vertical

BFSI

IT and telecom

Retail

Healthcare

Media and entertainment

Transportation and logistics

Others

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Russia

Rest of Europe

## Asia-Pacific

China

Japan

India

Australia

Rest of Asia-Pacific

## LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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