

# Mobile Payment Market, Users Worldwide & Countries Forecast to 2014

<https://marketpublishers.com/r/M4EF22FBD1CEN.html>

Date: March 2012

Pages: 138

Price: US\$ 1,450.00 (Single User License)

ID: M4EF22FBD1CEN

## Abstracts

### Mobile Payment Market Overview

In a world where technology can be used for multiple exchanges, the use of mobile phones is no longer limited to simple voice communication functions. Mobiles are now providing access to a growing number of services. Mobile payment or M-payment is a service which is continually gaining in popularity as there are huge number of mobile phone users and bank card holders. This service therefore has great potential as new economic market brings; together disconnected banking and telecom sectors.

The number of mobile payment subscribers worldwide was nearly 2 Billion users in 2011. The total value of mobile payment market is expected to cross US\$ 500 Billion by 2014. North America and Asia is expected to become the most important markets; together both of them accounting for more than 60% of the total market share and 80% of mobile payment users.

In North American region, United State is expected to dominate the mobile payment market volume with more than US\$ 200 Billion by 2015. In Asian region Japan will lead the mobile payment market due to higher per capita income. It will be followed by South Korea, China and India in the 2nd 3rd and 4th position respectively. In Latin America Brazil holds the mobile payment market with 90% market share in 2011. Western Europe mobile payment market is forecasted to grow with a CAGR of 68.17% with the spanning period of 2011 – 2015.

But, in terms of mobile payment users, China is the leader in Asian market. China is expecting to have nearly ten times more mobile payment users than Japan. India and Eastern Europe & Middle East & Africa are expected to have more than 100 Million and

150 Million mobile payment users by 2015.

In mobile payment methods, NFC based mobile payment market is growing tremendously. NFC based mobile payment market is likely to grow with a CAGR of 118% in the spanning period of 2011-2015. Mobile Ticketing is expected to capture around 40% share of the total mobile payment market by 2014. The premium SMS market share is predicted to decline due to consumer trend moving towards NFC enabled technology.

Renub Research report entitled “Mobile Payment Market, Users Worldwide & Countries Forecast to 2014” provides a comprehensive assessment of the fast-evolving, high-growth mobile payments space. We recommend this report as must-read insight for mobile commerce stakeholders the world over.

### **The report covers the following points**

Studied growth forecasts and worldwide mobile payment market sizing from (2011 to 2014)

Analysed growth forecast and worldwide mobile payment users from (2011 to 2014)

Worldwide mobile payment market share and users share from (2011 to 2014)

Digest regional (North America, Latin America, Asia, Western Europe, Central and Eastern Europe, Middle East & Africa) mobile payment market Share and users share (2010 – 2014)

Country-level mobile payment market and users analysis (2009 – 2014)

Explore and identify opportunities in the exciting m-payments market

Analyse data forecasts and commentary on NFC-capable Handsets; NFC Payment Market; Mobile Ticketing Users - and Market; Mobile Money Transfer Market and Users (2011 – 2014)

Understand the drivers and inhibitors within the m-payments ecosystem

Review regional trends and key developments region wise

Learn more about key players like Google – Google Wallet, E-Bay – PayPal, ISIS, Visa - Visa Wallet, American Express – Serve

## **Key Players Analysis**

This section covers the key facts about the major companies that play an important role in Mobile Payment Market. The companies analyzed in this section are as follows: Google – Google Wallet, E-Bay – PayPal, ISIS, Visa - Visa Wallet, American Express – Serve. All the companies have been analyzed from three headings

Companies Initiative or Strategy Mobile Payment Industry

Strength of the company in mobile payment industry

Weakness of the company in mobile payment industry

## **Data Sources**

This report is built using data and information sourced from proprietary databases, primary and secondary research and in-house analysis by Renub Research team of industry experts.

Primary sources include industry surveys and telephone interviews with industry experts.

Secondary sources information and data has been collected from various printable and non-printable sources like search engines, News websites, Government Websites, Trade Journals, White papers, Government Agencies, Magazines, Newspapers, Trade associations, Books, Industry Portals, Industry Associations and access to more than 100 paid databases.

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. WORLDWIDE MOBILE PAYMENT MARKET ANALYSIS**

- 2.1 Worldwide – Mobile Payment Market
- 2.2 Worldwide Mobile Payment Market Share
- 2.3 Worldwide Number of Mobile Payment Users
- 2.4 Worldwide – Mobile Payment Users Share

### **3. GEOGRAPHICAL DISTRIBUTION – MOBILE PAYMENT MARKET SHARE, USERS SHARE & FORECAST**

- 3.1 North America – Mobile Payment Market Share, No. of Users Share & Forecast
- 3.2 Latin America – Mobile Payment Market Share, Users Share & Forecast
- 3.3 Asia – Mobile Payment Market Share, Users Share & Forecast
- 3.4 Europe – Mobile Payment Market Share & Forecast

### **4. GEOGRAPHICAL DISTRIBUTION - MOBILE PAYMENT MARKET, NO. OF USERS & FORECAST**

- 4.1 North America – Mobile Payment Market, No. of Users & Forecast
  - 4.1.1 United States Mobile Payment Market, Users & Forecast
  - 4.1.2 Canada Mobile Payment Market, Users & Forecast
  - 4.1.3 Key Developments in North America
- 4.2 Latin America – Mobile Payment Market, No. of Users & Forecast
  - 4.2.1 Brazil Mobile Payment Market
  - 4.2.2 Mexico Mobile Payment Market
- 4.3 Asia – Mobile Payment Market, No. of Users & Forecast
  - 4.3.1 Japan Mobile Payment Market, Users & Forecast
  - 4.3.2 China Mobile Payment Market, Users & Forecast
  - 4.3.3 India Mobile Payment Market, Users & Forecast
  - 4.3.4 South Korea Mobile Payment Market, Users & Forecast
  - 4.3.5 Key Developments in Asia
- 4.4 Europe – Mobile Payment Market, No. of Users & Forecast
  - 4.4.1 Western Europe Mobile Payment Market
  - 4.4.2 Western Europe Mobile Payment Users
  - 4.4.3 Key Developments in Western Europe

- 4.4.4 EMEA (Eastern Europe & Middle East & Africa) Mobile Payment Market
- 4.4.5 EMEA Mobile Payment Users
- 4.4.6 Central and Eastern Europe (CEE) Mobile Payment Market
- 4.4.7 Russia Mobile Payment Market
- 4.4.8 Key Developments in Central and Eastern Europe
- 4.5 Middle East & Africa (MEA) Mobile Payment Market & Forecast
  - 4.5.1 Key Developments in Middle East & Africa

## **5. MOBILE PAYMENT METHODS**

- 5.1 Worldwide Mobile Payment Method Market & Forecast
- 5.2 Worldwide Mobile Payment Method Market Share & Forecast
- 5.3 Near Field Communication (NFC) Payment Market & Forecast
  - 5.3.1 Mobile NFC Transactions & Forecast
  - 5.3.2 NFC Enabled Device & Forecast
- 5.4 Mobile Ticketing Market, No. of Users & Forecast
- 5.5 Mobile Money Transfer Market, No. of Users & Forecast
  - 5.5.1 Mobile Money Transfer Market & Forecast
  - 5.5.2 Mobile Money Transfer Users & Forecast
- 5.6 Premium SMS and Digital Goods Market & Forecast

## **6. MOBILE PAYMENT DRIVING FORCES**

- 6.1 Convenience of Payment
- 6.2 Emergence of Mobile Applications Stores
- 6.3 Growing Number of M-Payment Services
- 6.4 Advanced Handsets and Improvement in Telecom Infrastructure
- 6.5 Global Mobile Payment Initiatives

## **7. MOBILE PAYMENT CHALLENGES**

- 7.1 Lack of Technology Standards
- 7.2 Complex Regulatory Bodies
- 7.3 Complex Ecosystem
- 7.4 Security Issues
- 7.5 Stakeholder Cooperation

## **8. KEY PLAYERS - MOBILE PAYMENT APPLICATIONS ANALYSIS**

- 8.1 Google – Google Wallet
  - 8.1.1 Google Wallet Initiatives/Strategy
  - 8.1.2 Strengths of Google Wallet
  - 8.1.3 Weakness
- 8.2 E-Bay – PayPal
  - 8.2.1 PayPal Revenue
  - 8.2.2 E-Bay PayPal Initiatives/Strategy
  - 8.2.3 Strengths of Paypal
  - 8.2.4 Weakness
- 8.3 ISIS
  - 8.3.1 ISIS Mobile Payment Initiatives
  - 8.3.2 Strengths of ISIS
  - 8.3.3 Weakness of ISIS
- 8.4 Visa – Visa Wallet
  - 8.4.1 Visa Wallet Initiatives
  - 8.4.2 Strengths of Visa Wallet
  - 8.4.3 Weakness of Visa Wallet
- 8.5 American Express – Serve
  - 8.5.1 American Express Serve Initiatives
  - 8.5.2 Strengths of American Express Serve
  - 8.5.3 Weakness

## List Of Figures

### LIST OF FIGURES

- Figure 2 1: Worldwide – Mobile Payment Market & Forecast (Billion US\$), 2011 – 2014
- Figure 2 2: Worldwide – Mobile Payment Market Share & Forecast (Percent), 2011 – 2014
- Figure 2 3: Worldwide – Mobile Payment Users & Forecast (Billion), 2011 – 2014
- Figure 2 4: Worldwide – Mobile Payment Users Share & Forecast (Percent), 2011 – 2014
- Figure 3 1: North America – Mobile Payment Market Share (Percent), 2009 – 2011
- Figure 3 2: North America – Forecast for Mobile Payment Market Share (Percent), 2012 – 2014
- Figure 3 3: North America – Mobile Payment Users Share (Percent), 2009 – 2011
- Figure 3 4: North America – Forecast for Mobile Payment Users Share (Percent), 2012 – 2014
- Figure 3 5: Latin America – Mobile Payment Market Share (Percent), 2010 – 2011
- Figure 3 6: Latin America – Forecast for Mobile Payment Market Share (Percent), 2012 – 2014
- Figure 3 7: Latin America – Mobile Payment Users Share (Percent), 2010 – 2011
- Figure 3 8: Latin America – Forecast for Mobile Payment Users Share (Percent), 2012 – 2014
- Figure 3 9: Asia – Mobile Payment Market Share (Percent), 2009 – 2011
- Figure 3 10: Asia – Forecast for Mobile Payment Market Share (Percent), 2012 – 2014
- Figure 3 11: Asia – Mobile Payment Users Share (Percent), 2010 – 2011
- Figure 3 12: Asia – Forecast for Mobile Payment Users Share (Percent), 2012 – 2014
- Figure 3 13: Europe – Mobile Payment Market Share & Forecast (Percent), 2011 – 2014
- Figure 4 1: North America – Mobile Payment Market (Billion US\$), 2009 – 2011
- Figure 4 2: North America – Forecast for Mobile Payment Market (Billion US\$), 2012 – 2014
- Figure 4 3: North America – Mobile Payment Users (Million), 2009 – 2011
- Figure 4 4: North America – Forecast for Mobile Payment Users (Million), 2012 – 2014
- Figure 4 5: United States – Mobile Payment Market (Billion US\$), 2009 – 2011
- Figure 4 6: United States – Forecast for Mobile Payment Market (Billion US\$), 2012 – 2015
- Figure 4 7: United States – Mobile Payment Users (Million), 2008 – 2011
- Figure 4 8: United States – Forecast for Mobile Payment Users (Million), 2012 – 2014
- Figure 4 9: Canada – Mobile Payment Market (Billion US\$), 2009 – 2011
- Figure 4 10: Canada – Forecast for Mobile Payment Market (Billion US\$), 2012 – 2014

Figure 4 11: Canada – Mobile Payment Users (Million), 2009 – 2011

Figure 4 12: Canada – Forecast for Mobile Payment Users (Million), 2012 – 2014

Figure 4 13: Latin America – Mobile Payment Market (Billion US\$), 2010 – 2011

Figure 4 14: Latin America – Forecast for Mobile Payment Market (Billion US\$), 2012 – 2014

Figure 4 15: Latin America – Mobile Payment Users (Million), 2010 – 2011

Figure 4 16: Latin America – Forecast for Mobile Payment Users (Million), 2012 – 2014

Figure 4 17: Brazil – Mobile Payment Market (Billion US\$), 2010 – 2011

Figure 4 18: Brazil – Forecast for Mobile Payment Market (Billion US\$), 2012 – 2014

Figure 4 19: Brazil – Mobile Payment Transaction (Million), 2010 – 2011

Figure 4 20: Brazil – Forecast for Mobile Payment Transaction (Million), 2012 – 2014

Figure 4 21: Brazil – Mobile Payment Users (Million), 2010 – 2011

Figure 4 22: Brazil – Forecast for Mobile Payment Users (Million), 2012 – 2014

Figure 4 23: Mexico – Mobile Payment Market (Billion US\$), 2009 – 2011

Figure 4 24: Mexico – Forecast for Mobile Payment Market (Billion US\$), 2012 – 2015

Figure 4 25: Mexico – Mobile Payment Users (Million), 2009 – 2011

Figure 4 26: Mexico – Forecast for Mobile Payment Users (Million), 2012 – 2015

Figure 4 27: Asia – Mobile Payment Market (Billion US\$), 2009 – 2011

Figure 4 28: Asia – Forecast for Mobile Payment Market (Billion US\$), 2012 – 2014

Figure 4 29: Asia – Mobile Payment Users (Million), 2010 – 2011

Figure 4 30: Asia – Forecast for Mobile Payment Users (Million), 2012 – 2014

Figure 4 31: Japan – Mobile Payment Market (Billion US\$), 2006 – 2011

Figure 4 32: Japan – Forecast for Mobile Payment Market (Billion US\$), 2012 – 2014

Figure 4 33: Japan – Mobile Payment Users (Million), 2009 – 2011

Figure 4 34: Japan – Forecast for Mobile Payment Users (Million), 2012 – 2014

Figure 4 35: China – Mobile Payment Market (Billion US\$), 2009 – 2011

Figure 4 36: China – Forecast for Mobile Payment Market (Billion US\$), 2012 – 2014

Figure 4 37: China – Mobile Payment Users (Million), 2002 – 2011

Figure 4 38: China – Forecast for Mobile Payment Users (Million), 2012 – 2014

Figure 4 39: India – Mobile Payment Market (Billion US\$), 2009 – 2011

Figure 4 40: India – Forecast for Mobile Payment Market (Million US\$), 2012 – 2015

Figure 4 41: India – Mobile Payment Users (Million), 2010 – 2011

Figure 4 42: India – Forecast for Mobile Payment Users (Million), 2012 – 2015

Figure 4 43: South Korea – Mobile Payment Market (Billion US\$), 2009 – 2011

Figure 4 44: South Korea – Forecast for Mobile Payment Market (Billion US\$), 2012 – 2015

Figure 4 45: South Korea – Mobile Payment Users (Million), 2009 – 2011

Figure 4 46: South Korea – Forecast for Mobile Payment Users (Million), 2012 – 2015

Figure 4 47: Western Europe – Mobile Payment Market (Billion US\$), 2010 – 2011



Figure 4 48: Western Europe – Forecast for Mobile Payment Market (Billion US\$), 2012 – 2015

Figure 4 49: Western Europe – Mobile Payment Users (Million), 2010 – 2011

Figure 4 50: Western Europe – Forecast for Mobile Payment Users (Million), 2012 – 2015

Figure 4 51: EMEA – Mobile Payment Market & Forecast (Billion US\$), 2011 – 2015

Figure 4 52: EMEA – Mobile Payment Users & Forecast (Million), 2011 – 2015

Figure 4 53: Central & Eastern Europe – Mobile Payment Market & Forecast (Billion US\$), 2011 – 2015

Figure 4 54: Russia – Mobile Payment Market (Billion US\$), 2009 – 2011

Figure 4 55: Russia – Forecast for Mobile Payment Market (Billion US\$), 2012 – 2015

Figure 4 56: Middle East & Africa – Mobile Payment Market & Forecast (Billion US\$), 2011 – 2015

Figure 5 1: Worldwide – Mobile Payment Method Market & Forecast (Billion US\$), 2011 – 2014

Figure 5 2: Worldwide – Mobile Payment Method Market Share & Forecast (Percent), 2011 – 2014

Figure 5 3: Worldwide – Mobile NFC Payment Market (Billion US\$), 2010 – 2011

Figure 5 4: Worldwide – Forecast for Mobile NFC Payment Market (Billion US\$), 2012 – 2015

Figure 5 5: Worldwide – Mobile NFC Transactions (Billion), 2009 – 2011

Figure 5 6: Worldwide – Forecast for Mobile NFC Transactions (Billion), 2012 – 2014

Figure 5 7: Worldwide – Mobile Phone with Integrated NFC Capability (Million), 2005 – 2011

Figure 5 8: Worldwide – Forecast for Mobile Phone with Integrated NFC Capability (Million), 2012 – 2015

Figure 5 9: Worldwide – Mobile Ticketing Market (Billion US\$), 2010 – 2011

Figure 5 10: Worldwide – Forecast for Mobile Ticketing Market (Billion US\$), 2012 – 2014

Figure 5 11: Worldwide – Mobile Ticketing Users (Million), 2008 – 2011

Figure 5 12: Worldwide – Forecast for Mobile Ticketing Users (Million), 2011 – 2014

Figure 5 13: Worldwide – Mobile Money Transfer Market & Forecast (Billion US\$), 2011 – 2014

Figure 5 14: Worldwide – Mobile Money Transfer Users & Forecast (Million) 2011 – 2014

Figure 5 15: Worldwide – Premium SMS & Digital Goods Market & Forecast (Billion US\$), 2011 – 2014

Figure 6 1: Worldwide – Number of New M-payment Services Launched Per Year

Figure 6 2: Region wise – Number of M-Payment Services, 2010

Figure 6 3: Worldwide – Spending through Smartphone (Billion US\$), 2010 – 2011

Figure 6 4: Worldwide – Forecast for Spending Through Smartphone (Billion US\$), 2012 – 2015

Figure 6 5: Worldwide – Forecast for NFC Capable Mobile Phone (Million), 2011 – 2015

Figure 8 1: Worldwide – PayPal Mobile Payment Revenue (Million US\$), 2008 – 2011

Figure 8 2: Worldwide – Forecast for PayPal Mobile Payment Revenue (Million US\$), 2012 – 2013

## List Of Tables

### LIST OF TABLES

Table 6 1: Global – Mobile Payment Initiatives

Table 8 1: Google Wallet – Partnership with Various Companies, 2011

Table 8 2: E-Bay Acquisitions, 2010 – 2011

Table 8 3: Various PayPal Accounts Pros

Table 8 4: Various PayPal Accounts Cons

Table 8 5: ISIS Partnership with Various Companies, 2011

Table 8 6: Visa Wallet Partnership, 2011

Table 8 7: Serve Partnership, 2011

## I would like to order

Product name: Mobile Payment Market, Users Worldwide & Countries Forecast to 2014

Product link: <https://marketpublishers.com/r/M4EF22FBD1CEN.html>

Price: US\$ 1,450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M4EF22FBD1CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970