

M-Commerce - Global Market Outlook (2015-2022)

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Abstracts

According to Statistics MRC, the Global M-Commerce market is accounted for \$155.9 billion in 2015 and is poised to reach \$1,067.1 billion by 2022 growing at a CAGR of 31.6% during the forecast period. The major driving factors for M-Commerce market are escalating adoption of smart devices, improved broadband connectivity, cheaper services, etc. M-Commerce service providers are facing challenges in terms of reliance on internet networks, monetization of user base, and severe competition. North America and Europe are estimated to be the biggest markets in terms of revenue, while Asia-Pacific and Middle East are projected to experience amplified market traction, during the forecast period.

Some of the key players in the global M-Commerce market are Visa, Walmart, The Home Depot, Amazon.com, Apple, eBay, Google, Lowe's Companies, MasterCard, Ericsson, Gemalto, Mopay, Oxygen8, SAP and PayPal.

Devices covered:

Smartphones

Tablets

End-Use sectors covered:

Retail/Service sector

Financial service sector

Telecommunication sector

IT sector

Others

Transaction Types covered:

Mobile Banking

M billing

M booking

M Retailing

M-Wallet

Others

Regions covered:

North America

US

Canada

Mexico

Europe

Germany

France

Italy

UK

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

Rest of Asia Pacific

Rest of the World

Middle East

Brazil

Argentina

South Africa

Egypt

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

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