

Mobile Payment Transaction Services - Global Market Outlook (2015-2022)

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Abstracts

According to Statistics MRC, the Global Mobile Payment Transaction Services market is growing at a CAGR of 39.6% during the forecast period 2015 to 2022. The key drivers for growth of the market include convenience and immediacy. However, security associated with mobile based transactions is the major factor restraining the market growth. As such, a horde of mobile money propositions like carrier billing are still highly pertinent to consumers with no credit cards or as a expedient way of purchasing apps in app stores and online content.

Money transfer segment accounted for more than 50% share of the mobile payment transaction market in 2014. On the other hand, merchandise purchase segment is expected to gain grip during the forecast period. More than 20 percent of mobile payment users utilized selected online wallets such as PayPal or Google Wallet in the United States. Rising NFC option is how retailers are utilizing mobile money together with other key retail elements like, rewards, offers, and loyalty to remain significant on the high street. With huge sections of the population unbanked so far vigorously using feature phones to access mobile money services and pay for physical goods, bill payments, money transfer, or accessing digital goods and services persist to rule.

Some of the key players in global mobile payment transaction services market are Braintree, Clinkle, Google Wallet, MasterCard, MoneyBookers, Paypal, SinglePoint, Venmo, Visa, LevelUp and WorldPay.

Purposes of mobile transactions Covered:

Ticketing

Money Transfer

Merchandise Purchase

Bill Payment

Other Purposes

Technologies Covered

WAP/ WEB

USSD

SMS Mobile Payment Transactions

NFC

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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