

M-Commerce Payments Market Size, Share, and Outlook, 2025 Report- By Type (Near Field Communication, Peer-to-peer Transfer, Barcode), By Application (Food delivery apps, Restaurant booking apps, Ticket apps, Retail store apps, Social apps, Gaming apps, Banking apps), By Transaction (Mobile Retailing, Mobile Booking or Ticketing, Mobile Banking, Mobile Billing, Others), By Device (Smart Devices, Feature Phones), By End-User (Retail, Hospitality and Tourism, IT and Telecommunication, BFSI, Media and Entertainment, Healthcare, Airline), 2018-2032

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Abstracts

M-Commerce Payments Market Outlook

The M-Commerce Payments Market size is expected to register a growth rate of 19.6% during the forecast period from \$13.34 Billion in 2025 to \$46.7 Billion in 2032. The M-Commerce Payments market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on M-Commerce Payments segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Near Field Communication, Peer-to-peer Transfer, Barcode), By Application (Food delivery apps, Restaurant booking apps,

Ticket apps, Retail store apps, Social apps, Gaming apps, Banking apps), By Transaction (Mobile Retailing, Mobile Booking or Ticketing, Mobile Banking, Mobile Billing, Others), By Device (Smart Devices, Feature Phones), By End-User (Retail, Hospitality and Tourism, IT and Telecommunication, BFSI, Media and Entertainment, Healthcare, Airline). Over 70 tables and charts showcase findings from our latest survey report on M-Commerce Payments markets.

M-Commerce Payments Market Insights, 2025

The M-Commerce payments market is flourishing as smartphones and other mobile devices become central to the shopping experience for consumers. Mobile commerce, or M-Commerce, encompasses all financial transactions made via mobile devices, including payments, money transfers, and mobile banking. The growth of e-commerce, coupled with the increasing adoption of mobile payment solutions such as Apple Pay, Google Pay, and Samsung Pay, is driving this market. Mobile payments provide consumers with a fast, convenient, and secure way to make purchases on the go, and the increasing preference for contactless payment methods is only adding to the demand. Additionally, innovations like QR code payments and digital wallets are enhancing the overall mobile shopping experience, making it more seamless and user-friendly. The market is also benefiting from the rise of mobile point-of-sale (mPOS) solutions, allowing businesses to accept payments via smartphones or tablets, eliminating the need for traditional cash registers or POS systems. The increased use of mobile payment methods by millennials and Gen Z consumers, who prefer digital solutions over traditional payment methods, is fueling market growth. However, challenges such as security concerns, the risk of fraud, and the need for universal adoption of mobile payment systems by merchants need to be addressed for the market to continue expanding. Despite these hurdles, the M-Commerce payments market is set to continue growing as mobile devices become an essential tool for everyday transactions.

Five Trends that will define global M-Commerce Payments market in 2025 and Beyond

A closer look at the multi-million market for M-Commerce Payments identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading M-Commerce Payments companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of M-Commerce Payments vendors.

What are the biggest opportunities for growth in the M-Commerce Payments industry?

The M-Commerce Payments sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

M-Commerce Payments Market Segment Insights

The M-Commerce Payments industry presents strong offers across categories. The analytical report offers forecasts of M-Commerce Payments industry performance across segments and countries. Key segments in the industry include%li%By Type (Near Field Communication, Peer-to-peer Transfer, Barcode), By Application (Food delivery apps, Restaurant booking apps, Ticket apps, Retail store apps, Social apps, Gaming apps, Banking apps), By Transaction (Mobile Retailing, Mobile Booking or Ticketing, Mobile Banking, Mobile Billing, Others), By Device (Smart Devices, Feature Phones), By End-User (Retail, Hospitality and Tourism, IT and Telecommunication, BFSI, Media and Entertainment, Healthcare, Airline). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, M-Commerce Payments market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global M-Commerce Payments industry ecosystem. It assists decision-makers in evaluating global M-Commerce Payments market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the M-Commerce Payments industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

Asia Pacific M-Commerce Payments Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe M-Commerce Payments Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for M-Commerce Payments with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key M-Commerce Payments market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US M-Commerce Payments market Insights%li%Vendors are exploring new opportunities within the US M-Commerce Payments industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US M-Commerce Payments companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of

advanced technologies, and sustainability are widely observed across the North American M-Commerce Payments market.

Latin American M-Commerce Payments market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa M-Commerce Payments Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African M-Commerce Payments markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern M-Commerce Payments markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How M-Commerce Payments companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include ACI Worldwide Inc, Apple, DH Corp, FIS, Google, Mastercard, Samsung, Square Inc, Visa.

M-Commerce Payments Market Segmentation

By Type

Near Field Communication

Peer-to-peer Transfer

Barcode

By Application

Food delivery apps

Restaurant booking apps

Ticket apps

Retail store apps

Social apps

Gaming apps

Banking apps

By Transaction

Mobile Retailing

Mobile Booking or Ticketing

Mobile Banking

Mobile Billing

Others

By Device

Smart Devices

Feature Phones

By End-User

Retail

Hospitality and Tourism

IT and Telecommunication

BFSI

Media and Entertainment

Healthcare

Airline

Leading Companies

ACI Worldwide Inc

Apple

DH Corp

FIS

Google

Mastercard

Samsung

Square Inc

Visa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 M-Commerce Payments Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest M-Commerce Payments Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL M-COMMERCE PAYMENTS MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 M-Commerce Payments Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. M-COMMERCE PAYMENTS MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Type

Near Field Communication

Peer-to-peer Transfer

Barcode

By Application

Food delivery apps

Restaurant booking apps

Ticket apps

Retail store apps

Social apps

Gaming apps

Banking apps

By Transaction

Mobile Retailing

Mobile Booking or Ticketing

Mobile Banking

Mobile Billing

Others

By Device

Smart Devices

Feature Phones

By End-User

Retail

Hospitality and Tourism
IT and Telecommunication
BFSI
Media and Entertainment
Healthcare
Airline

6. GLOBAL M-COMMERCE PAYMENTS MARKET OUTLOOK ACROSS GROWTH SCENARIOS

6.1 Low Growth Scenario
6.2 Base/Reference Case
6.3 High Growth Scenario

6. NORTH AMERICA M-COMMERCE PAYMENTS MARKET SIZE OUTLOOK

6.1 Key Market Statistics, 2024
6.2 North America M-Commerce Payments Market Trends and Growth Opportunities
6.2.1 North America M-Commerce Payments Market Outlook by Type
6.2.2 North America M-Commerce Payments Market Outlook by Application
6.3 North America M-Commerce Payments Market Outlook by Country
6.3.1 The US M-Commerce Payments Market Outlook, 2021- 2032
6.3.2 Canada M-Commerce Payments Market Outlook, 2021- 2032
6.3.3 Mexico M-Commerce Payments Market Outlook, 2021- 2032

7. EUROPE M-COMMERCE PAYMENTS MARKET SIZE OUTLOOK

7.1 Key Market Statistics, 2024
7.2 Europe M-Commerce Payments Market Trends and Growth Opportunities
7.2.1 Europe M-Commerce Payments Market Outlook by Type
7.2.2 Europe M-Commerce Payments Market Outlook by Application
7.3 Europe M-Commerce Payments Market Outlook by Country
7.3.2 Germany M-Commerce Payments Market Outlook, 2021- 2032
7.3.3 France M-Commerce Payments Market Outlook, 2021- 2032
7.3.4 The UK M-Commerce Payments Market Outlook, 2021- 2032
7.3.5 Spain M-Commerce Payments Market Outlook, 2021- 2032
7.3.6 Italy M-Commerce Payments Market Outlook, 2021- 2032
7.3.7 Russia M-Commerce Payments Market Outlook, 2021- 2032

7.3.8 Rest of Europe M-Commerce Payments Market Outlook, 2021- 2032

8. ASIA PACIFIC M-COMMERCE PAYMENTS MARKET SIZE OUTLOOK

8.1 Key Market Statistics, 2024

8.2 Asia Pacific M-Commerce Payments Market Trends and Growth Opportunities

8.2.1 Asia Pacific M-Commerce Payments Market Outlook by Type

8.2.2 Asia Pacific M-Commerce Payments Market Outlook by Application

8.3 Asia Pacific M-Commerce Payments Market Outlook by Country

8.3.1 China M-Commerce Payments Market Outlook, 2021- 2032

8.3.2 India M-Commerce Payments Market Outlook, 2021- 2032

8.3.3 Japan M-Commerce Payments Market Outlook, 2021- 2032

8.3.4 South Korea M-Commerce Payments Market Outlook, 2021- 2032

8.3.5 Australia M-Commerce Payments Market Outlook, 2021- 2032

8.3.6 South East Asia M-Commerce Payments Market Outlook, 2021- 2032

8.3.7 Rest of Asia Pacific M-Commerce Payments Market Outlook, 2021- 2032

9. SOUTH AMERICA M-COMMERCE PAYMENTS MARKET SIZE OUTLOOK

9.1 Key Market Statistics, 2024

9.2 South America M-Commerce Payments Market Trends and Growth Opportunities

9.2.1 South America M-Commerce Payments Market Outlook by Type

9.2.2 South America M-Commerce Payments Market Outlook by Application

9.3 South America M-Commerce Payments Market Outlook by Country

9.3.1 Brazil M-Commerce Payments Market Outlook, 2021- 2032

9.3.2 Argentina M-Commerce Payments Market Outlook, 2021- 2032

9.3.3 Rest of South and Central America M-Commerce Payments Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA M-COMMERCE PAYMENTS MARKET SIZE OUTLOOK

10.1 Key Market Statistics, 2024

10.2 Middle East and Africa M-Commerce Payments Market Trends and Growth Opportunities

10.2.1 Middle East and Africa M-Commerce Payments Market Outlook by Type

10.2.2 Middle East and Africa M-Commerce Payments Market Outlook by Application

10.3 Middle East and Africa M-Commerce Payments Market Outlook by Country

10.3.1 Saudi Arabia M-Commerce Payments Market Outlook, 2021- 2032

10.3.2 The UAE M-Commerce Payments Market Outlook, 2021- 2032

10.3.3 Rest of Middle East M-Commerce Payments Market Outlook, 2021- 2032

10.3.4 South Africa M-Commerce Payments Market Outlook, 2021- 2032

10.3.5 Egypt M-Commerce Payments Market Outlook, 2021- 2032

10.3.6 Rest of Africa M-Commerce Payments Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

ACI Worldwide Inc

Apple

DH Corp

FIS

Google

Mastercard

Samsung

Square Inc

Visa

11.2 Overview

11.3 Products and Services

11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

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