

# **M-Payment Market Size, Share, and Outlook, 2025 Report- By Type (Proximity Payment, Remote Payment), By Application (Travel and Ticketing, Banking, Food and Beverages, Money transfers, Bill Payments, Airtime Transfer and Top-Ups, Merchandise and Coupons, Others), By Mobile Pay (Mobile Money, Mobile Wallet/Bank Cards), By Nature of Payment (Person to Person (P2P), Person to Business (P2B), Business to Person (B2P), Business to Business (B2B), By Device (Smartphones, Tablets, Laptops, Others), By Transaction (Near Field Communication (NFC), Wireless Application Protocol (WAP), QR Code Payments, Cloud-Based Mobile Payment, Short Message Service (SMS), Others), 2018-2032**

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## **Abstracts**

### **M-Payment Market Outlook**

The M-Payment Market size is expected to register a growth rate of 34.5% during the forecast period from \$103.39 Billion in 2025 to \$823.3 Billion in 2032. The M-Payment 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-Payment segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Proximity Payment, Remote Payment), By Application (Travel and Ticketing, Banking, Food and Beverages, Money transfers, Bill Payments, Airtime Transfer and Top-Ups, Merchandise and Coupons, Others), By Mobile Pay (Mobile Money, Mobile Wallet/Bank Cards), By Nature of Payment (Person to Person (P2P), Person to Business (P2B), Business to Person (B2P), Business to Business (B2B), By Device (Smartphones, Tablets, Laptops, Others), By Transaction (Near Field Communication (NFC), Wireless Application Protocol (WAP), QR Code Payments, Cloud-Based Mobile Payment, Short Message Service (SMS), Others). Over 70 tables and charts showcase findings from our latest survey report on M-Payment markets.

## M-Payment Market Insights, 2025

The m-payment (mobile payment) market is experiencing explosive growth as smartphones and mobile wallets become increasingly integral to everyday financial transactions. M-payments enable consumers to make purchases, transfer funds, and access financial services directly from their mobile devices, offering a convenient and secure alternative to traditional payment methods. The proliferation of smartphones, coupled with the rise of digital wallets like Apple Pay, Google Pay, and Samsung Pay, is driving the adoption of m-payments. Additionally, the widespread availability of high-speed mobile networks and the growing number of mobile applications offering payment services are contributing to the market's expansion. Mobile payments are being adopted across various industries, including retail, hospitality, transportation, and banking, where consumers seek seamless and efficient payment experiences. The increased focus on security, through technologies like biometric authentication, encryption, and tokenization, is addressing consumer concerns about the safety of mobile transactions. Furthermore, the shift toward cashless societies and the global push for digital financial inclusion are encouraging governments and financial institutions to support the growth of m-payment solutions. However, challenges such as mobile network infrastructure limitations in certain regions, security threats, and user privacy concerns still need to be addressed. Despite these challenges, the m-payment market is expected to continue its rapid growth as mobile payments become an increasingly integral part of the global economy.

## Five Trends that will define global M-Payment market in 2025 and Beyond

A closer look at the multi-million market for M-Payment identifies rapidly shifting

consumer preferences across categories. By focusing on growth and resilience, leading M-Payment 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-Payment vendors.

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

The M-Payment 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-Payment Market Segment Insights

The M-Payment industry presents strong offers across categories. The analytical report offers forecasts of M-Payment industry performance across segments and countries. Key segments in the industry include%li%By Type (Proximity Payment, Remote Payment), By Application (Travel and Ticketing, Banking, Food and Beverages, Money transfers, Bill Payments, Airtime Transfer and Top-Ups, Merchandise and Coupons, Others), By Mobile Pay (Mobile Money, Mobile Wallet/Bank Cards), By Nature of Payment (Person to Person (P2P), Person to Business (P2B), Business to Person (B2P), Business to Business (B2B), By Device (Smartphones, Tablets, Laptops, Others), By Transaction (Near Field Communication (NFC), Wireless Application Protocol (WAP), QR Code Payments, Cloud-Based Mobile Payment, Short Message Service (SMS), Others). 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-Payment 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-Payment industry ecosystem. It assists decision-makers in evaluating global M-Payment market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the M-Payment 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-Payment 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-Payment 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-Payment 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-Payment market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US M-Payment 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-Payment market.

Latin American M-Payment 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-Payment 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-Payment 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-Payment markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How M-Payment 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 Airtel, Alipay, Amazon, Apple, Bharti Airtel, FIS, Fiserve, Gemalto, Google, Mastercard, One97 Communications, Orange, PayOne, Paypal, PayU, Samsung, VISA, Vodafone.

## M-Payment Market Segmentation

### By Type

Proximity Payment

Remote Payment

### By Application

Travel and Ticketing

Banking

Food and Beverages

Money transfers

Bill Payments

Airtime Transfer and Top-Ups

Merchandise and Coupons

Others

### By Mobile Pay

Mobile Money

Mobile Wallet/Bank Cards

### By Nature of Payment

Person to Person (P2P)

Person to Business (P2B)

Business to Person (B2P)

Business to Business (B2B)

By Device

Smartphones

Tablets

Laptops

Others

By Transaction

Near Field Communication (NFC)

Wireless Application Protocol (WAP)

QR Code Payments

Cloud-Based Mobile Payment

Short Message Service (SMS)

Others

Leading Companies

Airtel

Alipay

Amazon

Apple

Bharti Airtel

FIS

Fiserve

Gemalto

Google

Mastercard

One97 Communications

Orange

PayOne

Paypal

PayU

Samsung

VISA

Vodafone

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.

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### **By Application**

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**Banking**

**Food and Beverages**

**Money transfers**

**Bill Payments**

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**Merchandise and Coupons**

**Others**

### **By Mobile Pay**

**Mobile Money**

**Mobile Wallet/Bank Cards**

### **By Nature of Payment**

**Person to Person (P2P)**

**Person to Business (P2B)**

**Business to Person (B2P)**

**Business to Business (B2B)**

### **By Device**

**Smartphones**

**Tablets**

Laptops  
Others  
By Transaction  
Near Field Communication (NFC)  
Wireless Application Protocol (WAP)  
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**Fiserve**

**Gemalto**

**Google**

**Mastercard**

**One97 Communications**

**Orange**

**PayOne**

**Paypal**

**PayU**

**Samsung**

**VISA**

**Vodafone**

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