

Mobile Money Market Size, Share, and Outlook, 2025 Report- By Mode of Transaction (Smart Cards, Direct Mobile Billing, Wap Payments, Short Message Service (SMS), By Location of Payment (Remote Payments, Proximity Payments), By Nature of Payment (Person to Person, Person to Business, Business to Person, Business to Business), By Type of Purchase (Airtime transfer and top-ups, Money transfers and payments), 2018-2032

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Abstracts

Mobile Money Market Outlook

The Mobile Money Market size is expected to register a growth rate of 26.1% during the forecast period from \$14.65 Billion in 2025 to \$74.3 Billion in 2032. The Mobile Money 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 Mobile Money segments across 22 countries from 2021 to 2032. Key segments in the report include By Mode of Transaction (Smart Cards, Direct Mobile Billing, Wap Payments, Short Message Service (SMS), By Location of Payment (Remote Payments, Proximity Payments), By Nature of Payment (Person to Person, Person to Business, Business to Person, Business to Business), By Type of Purchase (Airtime transfer and top-ups, Money transfers and payments). Over 70 tables and charts showcase findings from our latest survey report on Mobile Money markets.

Mobile Money Market Insights, 2025

The Mobile Money Market is advancing with AI-powered automated fraud detection, automation-enhanced real-time transaction processing, and machine learning-driven predictive financial behavior analytics. Companies such as PayPal, Cash App, Venmo, Zelle, and Apple Pay are leading in AI-enhanced automated peer-to-peer (P2P) payment security, blockchain-backed secure mobile wallet authentication, and IoT-integrated real-time contactless payment tracking. The push for automation-powered AI-driven mobile banking services, AI-enhanced cloud-native real-time financial data encryption, and AI-driven real-time digital wallet interoperability is reshaping financial transactions. However, challenges in AI-powered compliance with financial regulations, cybersecurity risks in automation-enhanced digital payment networks, and technical limitations in AI-driven real-time cross-border remittance processing persist. Additionally, FedNow initiatives for AI-powered instant payments, evolving trends in AI-driven biometric authentication for mobile money, and corporate investment in AI-powered digital financial inclusion are influencing market expansion.

Five Trends that will define global Mobile Money market in 2025 and Beyond

A closer look at the multi-million market for Mobile Money identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Mobile Money 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 Mobile Money vendors.

What are the biggest opportunities for growth in the Mobile Money industry?

The Mobile Money 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.

Mobile Money Market Segment Insights

The Mobile Money industry presents strong offers across categories. The analytical report offers forecasts of Mobile Money industry performance across segments and countries. Key segments in the industry include%li%By Mode of Transaction (Smart Cards, Direct Mobile Billing, Wap Payments, Short Message Service (SMS), By Location of Payment (Remote Payments, Proximity Payments), By Nature of Payment (Person to Person, Person to Business, Business to Person, Business to Business), By Type of Purchase (Airtime transfer and top-ups, Money transfers and payments). 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, Mobile Money 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 Mobile Money industry ecosystem. It assists decision-makers in evaluating global Mobile Money market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

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

The US Mobile Money market Insights%li%Vendors are exploring new opportunities within the US Mobile Money industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Mobile Money 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 Mobile Money market.

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

Competitive Landscape%li%How Mobile Money 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 Bharti Airtel Ltd, Fidelity National Information Services Inc (FIS), Gemalto, Google Inc, Mahindra Comviva, Mastercard Inc, Monitise Plc, Orange S.A., PayPal Holdings Inc, Vodafone Group Plc.

Mobile Money Market Segmentation

By Mode of Transaction

Smart Cards

Direct Mobile Billing

Wap Payments

Short Message Service (SMS)

By Location of Payment

Remote Payments

Proximity Payments

By Nature of Payment

Person to Person

Person to Business

Business to Person

Business to Business

By Type of Purchase

Airtime transfer and top-ups

Money transfers and payments

Leading Companies

Bharti Airtel Ltd

Fidelity National Information Services Inc (FIS)

Gemalto

Google Inc

Mahindra Comviva

Mastercard Inc

Monitise Plc

Orange S.A.

PayPal Holdings Inc

Vodafone Group Plc

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 Mobile Money Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Mobile Money 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 MOBILE MONEY 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 Mobile Money 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. MOBILE MONEY 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 Mode of Transaction

Smart Cards

Direct Mobile Billing

Wap Payments

Short Message Service (SMS)

By Location of Payment

Remote Payments

Proximity Payments

By Nature of Payment

Person to Person

Person to Business

Business to Person

Business to Business

By Type of Purchase

Airtime transfer and top-ups

Money transfers and payments

6. GLOBAL MOBILE MONEY MARKET OUTLOOK ACROSS GROWTH SCENARIOS

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

6. NORTH AMERICA MOBILE MONEY MARKET SIZE OUTLOOK

6.1 Key Market Statistics, 2024

6.2 North America Mobile Money Market Trends and Growth Opportunities

6.2.1 North America Mobile Money Market Outlook by Type

6.2.2 North America Mobile Money Market Outlook by Application

6.3 North America Mobile Money Market Outlook by Country

6.3.1 The US Mobile Money Market Outlook, 2021- 2032

6.3.2 Canada Mobile Money Market Outlook, 2021- 2032

6.3.3 Mexico Mobile Money Market Outlook, 2021- 2032

7. EUROPE MOBILE MONEY MARKET SIZE OUTLOOK

7.1 Key Market Statistics, 2024

7.2 Europe Mobile Money Market Trends and Growth Opportunities

7.2.1 Europe Mobile Money Market Outlook by Type

7.2.2 Europe Mobile Money Market Outlook by Application

7.3 Europe Mobile Money Market Outlook by Country

7.3.2 Germany Mobile Money Market Outlook, 2021- 2032

7.3.3 France Mobile Money Market Outlook, 2021- 2032

7.3.4 The UK Mobile Money Market Outlook, 2021- 2032

7.3.5 Spain Mobile Money Market Outlook, 2021- 2032

7.3.6 Italy Mobile Money Market Outlook, 2021- 2032

7.3.7 Russia Mobile Money Market Outlook, 2021- 2032

7.3.8 Rest of Europe Mobile Money Market Outlook, 2021- 2032

8. ASIA PACIFIC MOBILE MONEY MARKET SIZE OUTLOOK

8.1 Key Market Statistics, 2024

8.2 Asia Pacific Mobile Money Market Trends and Growth Opportunities

8.2.1 Asia Pacific Mobile Money Market Outlook by Type

8.2.2 Asia Pacific Mobile Money Market Outlook by Application

8.3 Asia Pacific Mobile Money Market Outlook by Country

8.3.1 China Mobile Money Market Outlook, 2021- 2032

8.3.2 India Mobile Money Market Outlook, 2021- 2032

8.3.3 Japan Mobile Money Market Outlook, 2021- 2032

8.3.4 South Korea Mobile Money Market Outlook, 2021- 2032

8.3.5 Australia Mobile Money Market Outlook, 2021- 2032

8.3.6 South East Asia Mobile Money Market Outlook, 2021- 2032

8.3.7 Rest of Asia Pacific Mobile Money Market Outlook, 2021- 2032

9. SOUTH AMERICA MOBILE MONEY MARKET SIZE OUTLOOK

9.1 Key Market Statistics, 2024

9.2 South America Mobile Money Market Trends and Growth Opportunities

9.2.1 South America Mobile Money Market Outlook by Type

9.2.2 South America Mobile Money Market Outlook by Application

9.3 South America Mobile Money Market Outlook by Country

9.3.1 Brazil Mobile Money Market Outlook, 2021- 2032

9.3.2 Argentina Mobile Money Market Outlook, 2021- 2032

9.3.3 Rest of South and Central America Mobile Money Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA MOBILE MONEY MARKET SIZE OUTLOOK

10.1 Key Market Statistics, 2024

10.2 Middle East and Africa Mobile Money Market Trends and Growth Opportunities

10.2.1 Middle East and Africa Mobile Money Market Outlook by Type

10.2.2 Middle East and Africa Mobile Money Market Outlook by Application

10.3 Middle East and Africa Mobile Money Market Outlook by Country

10.3.1 Saudi Arabia Mobile Money Market Outlook, 2021- 2032

10.3.2 The UAE Mobile Money Market Outlook, 2021- 2032

10.3.3 Rest of Middle East Mobile Money Market Outlook, 2021- 2032

10.3.4 South Africa Mobile Money Market Outlook, 2021- 2032

10.3.5 Egypt Mobile Money Market Outlook, 2021- 2032

10.3.6 Rest of Africa Mobile Money Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

Bharti Airtel Ltd

Fidelity National Information Services Inc (FIS)

Gemalto

Google Inc

Mahindra Comviva

Mastercard Inc

Monitise Plc

Orange S.A.

PayPal Holdings Inc

Vodafone Group Plc

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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