

# **Mobile Wallet (NFC and Remote Payment) Market : Global Industry Perspective, Comprehensive Analysis and Forecast, 2014 - 2020**

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## **Abstracts**

The report covers forecast and analysis for the Mobile Wallet market on a global and regional level. The study provides historic data of 2014 along with a forecast from 2015 to 2020 based on revenue (USD billion). The study includes drivers and restraints for the mobile wallet market along with the impact they have on the demand over the forecast period. Additionally, the report includes the study of opportunities available in the mobile wallet market on a global level.

In order to give the users of this report a comprehensive view on the mobile wallet market, we have included a detailed value chain analysis. To understand the competitive landscape in the market, an analysis of Porters Five Forces model for the mobile wallet market has also been included. The study encompasses a market attractiveness analysis, wherein product segments and application segments are benchmarked based on their market size, growth rate and general attractiveness.

The study provides a decisive view on the mobile wallet market by segmenting the market based on applications. All the application segments have been analyzed based on present and future trends and the market is estimated from 2014 to 2020. Key product segments covered under this study includes near field communication (NFC) and remote payment. Key application market covered under this study includes retail payments, vending machines, public transportation, grocery stores, and restaurants. The regional segmentation includes the current and forecast demand for North America, Europe, Asia Pacific, Latin America and Rest of the World with its further bifurcation into major countries including U.S. Germany, France, UK, China, Japan, India and Brazil. This segmentation includes demand for mobile wallet based on individual applications in all the regions and countries.

Key industry participants analyzed and profiled in this study includes American Express, Apple Inc., MasterCard, Visa, ATT, Sprint, First Data, BlackBerry, Samsung, Google and others.

The report segments the global mobile wallet market as:

#### Mobile Wallet Market: Product Segment Analysis

- Near field communication (NFC)

- Remote payments

#### Mobile Wallet Market: Application Segment Analysis

- Retail payments

- Vending machines

- Public transportation

- Grocery stores

- Restaurants

#### Mobile Wallet Market: Regional Segment Analysis

- North America

- U.S.

- Europe

- Germany

- UK

France

Asia Pacific

China

Japan

India

Latin America

Brazil

Middle East Africa

## Contents

### **CHAPTER 1. PREFACE**

- 1.1. Report description and scope
- 1.2. Research scope
- 1.3. Research methodology
  - 1.3.1. Market research process
  - 1.3.2. Market research methodology

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Global mobile wallet market, 2014 - 2020, (USD Billion)
- 2.2. Mobile wallet: Market snapshot

### **CHAPTER 3. MOBILE WALLET MARKET INDUSTRY ANALYSIS**

- 3.1. Mobile wallet: Market dynamics
- 3.2. Value Chain Analysis
- 3.3. Market Drivers
  - 3.3.1. Easy accessibility and excellent convenience
  - 3.3.2. High smart phones saturation levels
  - 3.3.3. Mounting convention of value-added services
  - 3.3.4. Efforts for improving security dilemma
- 3.4. Restraints
  - 3.4.1. Consumers habits and concerns for security related to mobile wallet
  - 3.4.2. Battery down will stop the mobile wallet process
  - 3.4.3. Investment and deployment issues
- 3.5. Opportunity
  - 3.5.1. Advancement in new trends can grow mobile wallet market
- 3.6. Porters Five Forces Analysis
- 3.7. Market Attractiveness Analysis
  - 3.7.1. Market attractiveness analysis by product segment
  - 3.7.2. Market attractiveness analysis by application segment
  - 3.7.3. Market attractiveness analysis by regional segment

### **CHAPTER 4. GLOBAL MOBILE WALLET MARKET - COMPETITIVE LANDSCAPE**

- 4.1. Company market share analysis

- 4.2. Production capacity (subject to data availability)
- 4.3. Company raw material analysis
- 4.4. Price trend analysis

## **CHAPTER 5. MOBILE WALLET MARKET - PRODUCT ANALYSIS**

- 5.1. Global mobile wallet market revenue share, by product, 2014 - 2020
- 5.2. Global NFC mobile wallet market, 2014 - 2020 (USD Billion)
- 5.3. Global remote payment mobile wallet market, 2014 - 2020 (USD Billion)

## **CHAPTER 6. GLOBAL MOBILE WALLET MARKET: APPLICATION OVERVIEW**

- 6.1. Global mobile wallet market revenue share, by application, 2014 and 2020
- 6.2. Retail payments
  - 6.2.1. Global mobile wallet market for retail payments, 2014 - 2020 (USD Billion)
- 6.3. Vending machines
  - 6.3.1. Global mobile wallet market for vending machines, 2014 - 2020 (USD Billion)
- 6.4. Public transportation
  - 6.4.1. Global mobile wallet market for public transportation, 2014 - 2020 (USD Billion)
- 6.5. Grocery stores
  - 6.5.1. Global mobile wallet market for grocery stores, 2014 - 2020 (USD Billion)
- 6.6. Restaurants
  - 6.6.1. Global mobile wallet market for restaurants, 2014 - 2020 (USD Billion)

## **CHAPTER 7. MOBILE WALLET MARKET - REGIONAL ANALYSIS**

- 7.1. Global mobile wallet market: Regional overview
  - 7.1.1. Global mobile wallet market revenue share, by region, 2014 and 2020
- 7.2. North America
  - 7.2.1. North America mobile wallet market revenue, by product, 2014 - 2020 (USD Billion)
  - 7.2.2. North America mobile wallet market revenue, by application, 2014 - 2020 (USD Billion)
- 7.3. U.S.
  - 7.3.1. U.S. mobile wallet market revenue, by product, 2014 - 2020 (USD Billion)
  - 7.3.2. U.S. mobile wallet market revenue, by application, 2014 - 2020 (USD Billion)
- 7.4. Europe
  - 7.4.1. Europe mobile wallet market revenue, by product, 2014 - 2020 (USD Billion)
  - 7.4.2. Europe mobile wallet market revenue, by application, 2014 - 2020 (USD Billion)

## 7.5. Germany

7.5.1. Germany mobile wallet market revenue, by product, 2014 - 2020 (USD Billion)

7.5.2. Germany mobile wallet market revenue, by application, 2014 - 2020 (USD Billion)

## 7.6. UK

7.6.1. UK mobile wallet market revenue, by product, 2014 - 2020 (USD Billion)

7.6.2. UK mobile wallet market revenue, by application, 2014 - 2020 (USD Billion)

## 7.7. France

7.7.1. France mobile wallet market revenue, by product, 2014 - 2020 (USD Billion)

7.7.2. France mobile wallet market revenue, by application, 2014 - 2020 (USD Billion)

## 7.8. Asia Pacific

7.8.1. Asia-Pacific mobile wallet market revenue, by product, 2014 - 2020 (USD Billion)

7.8.2. Asia-Pacific mobile wallet market revenue, by application, 2014 - 2020 (USD Billion)

## 7.9. China

7.9.1. China mobile wallet market revenue, by product, 2014 - 2020 (USD Billion)

7.9.2. China mobile wallet market revenue, by application, 2014 - 2020 (USD Billion)

## 7.10. Japan

7.10.1. Japan mobile wallet market revenue, by product, 2014 - 2020 (USD Billion)

7.10.2. Japan mobile wallet market revenue, by application, 2014 - 2020 (USD Billion)

## 7.11. India

7.11.1. India mobile wallet market revenue, by product, 2014 - 2020 (USD Billion)

7.11.2. India mobile wallet market revenue, by application, 2014 - 2020 (USD Billion)

## 7.12. Latin America

7.12.1. Latin America mobile wallet market revenue, by product, 2014 - 2020 (USD Billion)

7.12.2. Latin America mobile wallet market revenue, by application, 2014 - 2020 (USD Billion)

## 7.13. Brazil

7.13.1. Brazil mobile wallet market revenue, by product, 2014 - 2020 (USD Billion)

7.13.2. Brazil mobile wallet market revenue, by application, 2014 - 2020 (USD Billion)

## 7.14. Middle East Africa

7.14.1. Middle East Africa mobile wallet market revenue, by product, 2014 - 2020 (USD Billion)

7.14.2. Middle East Africa mobile wallet market revenue, by application, 2014 - 2020 (USD Billion)

## CHAPTER 8. COMPANY PROFILES

- 8.1. American Express
  - 8.1.1. Overview
  - 8.1.2. Financials
  - 8.1.3. Product portfolio
  - 8.1.4. Business strategy
  - 8.1.5. Recent developments
- 8.2. Apple Inc.
  - 8.2.1. Overview
  - 8.2.2. Financials
  - 8.2.3. Product portfolio
  - 8.2.4. Business strategy
  - 8.2.5. Recent developments
- 8.3. MasterCard
  - 8.3.1. Overview
  - 8.3.2. Financials
  - 8.3.3. Product portfolio
  - 8.3.4. Business strategy
  - 8.3.5. Recent developments
- 8.4. Visa
  - 8.4.1. Overview
  - 8.4.2. Financials
  - 8.4.3. Product portfolio
  - 8.4.4. Business strategy
  - 8.4.5. Recent developments
- 8.5. ATT
  - 8.5.1. Overview
  - 8.5.2. Financials
  - 8.5.3. Product portfolio
  - 8.5.4. Business strategy
  - 8.5.5. Recent developments
- 8.6. Sprint
  - 8.6.1. Overview
  - 8.6.2. Financials
  - 8.6.3. Product portfolio
  - 8.6.4. Business strategy
  - 8.6.5. Recent developments
- 8.7. First Data
  - 8.7.1. Overview
  - 8.7.2. Financials

8.7.3. Product portfolio

8.7.4. Business strategy

8.7.5. Recent developments

## 8.8. BlackBerry

8.8.1. Overview

8.8.2. Financials

8.8.3. Product portfolio

8.8.4. Business strategy

8.8.5. Recent developments

## 8.9. Samsung

8.9.1. Overview

8.9.2. Financials

8.9.3. Product portfolio

8.9.4. Business strategy

8.9.5. Recent developments

## 8.10. Google

8.10.1. Overview

8.10.2. Financials

8.10.3. Product portfolio

8.10.4. Business strategy

8.10.5. Recent development



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