Mobile and Alternative Payments in the U.S., 4th Edition

Description:
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Are cash, checks and even credit cards becoming relics of the past?

Maybe not yet – but if the projected growth of the mobile and alternative payment options continues, the only things left in our wallets may be pictures and a driver's license.

In our new report, Mobile and Alternative Payments in the U.S., 4th Edition, Packaged Facts examines how emerging and alternative payments are reshaping the consumer purchase experience. People now use PayPal almost as often as debit and prepaid cards to buy online. Apple Pay launched to great fanfare, while Visa Checkout brought the Visa brand to online payment facilitation.

With these and other developments, Packaged Facts projects that POS mobile payments reached $35 billion in 2014 – and that robust growth will continue through 2017. Mobile wallets are being reimagined beyond merely proximity payments to more broadly facilitate ecommerce and wrap add-value features and benefits into the mix.

Mobile & Alternative Payments in the U.S. gives industry participants the insight the need to stay abreast of this dynamic market. Report coverage includes a market size and forecast for mobile POS payment value and a market size for mobile wallet transaction value. The report: Explores a range pros and cons affecting mobile payments growth (including NFC and Host Card Emulation trends, mobile wallet reimaging, and mobile banking and payment trending), Provides historical analysis of alternative payment categories (including online and mobile person-to-person transfers; person-to-person (P2P) and money transfer; online and walk-in bill payment; secure online payment; card-present vs. card-not-present transactions; and mobile remote deposit capture; and Assesses the degree the underbanked and unbanked are using mobile financial services, including mobile financial, promotional & shopping tools; mobile payment methods; mobile payment methods at point of sale; and P2P. Another feature of the report is a thorough profile of mobile payment consumers, examining our use/frequency of mobile banking and specific mobile banking features, use/frequency of mobile payment, use of a range of P2P methods, including PayPal, bank wire transfers, bank P2P transfers, money transfer services, and other emerging methods, and how we choose to pay at POS and via the internet.

The report also provides in-depth competitive analysis of industry participants and their mobile payment strategies, including those employed by: Card networks American Express, Discover Financial Services, MasterCard and Visa Alternative payments providers and retailers, including Amazon Payments, Apple Pay, Google Wallet, LevelUp, Merchant Customer Exchange, PayPal, Square, Softcard and Starbucks.

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