Mobile Wallet Market in Europe 2015-2019

Description:
Mobile wallets are electronic accounts that can be operated through cellphones and are based on the NFC technology. They help account holders pay their bills or make purchases on the go. Mobile wallets have revolutionized the Digital Payments industry. Increased adoption of smartphones, tablets, and other mobile technologies has changed the way customers make their payments. Before the advent of smartphones, Java-enabled and internet-based phones were used sparingly because the usage was limited to SMS and calling options. Notably, carrier charges were high during that time, which had resulted in lesser usage among customers.

The analysts forecast the Mobile Wallet market in Europe to grow at a CAGR of 32.87 percent over the period 2014-2019.

Covered in this Report
This report covers the present scenario and the growth prospects of the Mobile Wallet market in Europe during the period 2015-2019. To calculate the market size, the report considers the total revenue generated from retail transactions sourced through mobile devices. These transactions include mobile commerce transactions, mobile ticketing, mobile coupons, money transfer, and micropayments.

The report, the Mobile Wallet Market in Europe 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the landscape of the Mobile Wallet market in Europe and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key Regions
- Europe

Key Vendors
- EE
- MasterCard
- PayPal
- Visa
- Weve

Other Prominent Vendors
- Apple
- Google
- iZettle
- Masterpayment
- Payleven
- SumUp Payments
- VocaLink

Market Drivers
- Increased Collaboration among Mobile Operators
- For a full, detailed list, view our report

Market Challenges
- Effects of Intense Competition on Banking Groups
- For a full, detailed list, view our report

Market Trends
- Increased Use of M-commerce
- For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?
The report is also available as part of our annual subscription offer. Please get in touch with our customers service team in order to find out more.

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