2015 European Contactless Card Payments Landscape

Description:
Hiding in plain sight, contactless payment technology has been around for many years. Its primary use case was in the transit context, where consumers could purchase and reload “smart” or chip cards and tap them against readers as to pay their fares. In London, the city's popular Oyster card is a prominent international example of contactless payment card. It was not until 2014 that contactless cards emerged outside of the historical transit use case, however.

This latest research report, 2015 European Contactless Card Payments Landscape seeks to provide a better understanding of the European contactless card payment landscape by examining a number of critical factors, including the number of Visa, MasterCard, and American Express branded contactless debit and credit cards available across Europe, the number of contactless-enabled point-of-sale (POS) terminals, and more specifically developments in leading European contactless payment markets like the United Kingdom. In addition, this report considers the implications for the development of European mobile payment systems based on the growing popularity of contactless payment cards.

“Contactless payments have dominated European payments headlines for the better part of a year now and for good reason. A technology that has been sitting in plain sight has finally come good and consumers across Europe (but mainly in a few countries) are increasingly using their newly issued contactless card for more and more of their general spending,” comments Tristan Hugo-Webb, author of the report.

Highlights of the report include:
- Overview of contactless payment technology and the different advantages it brings to different sections of the payments value chain
- Estimates of the number of contactless-enabled debit and credit cards cobranded by Visa, MasterCard, and American Express across Europe between 2011 and 2015
- Estimates of the number of contactless-enabled POS terminals able to accept at least Visa and MasterCard across Europe between 2011 and 2015

Contents:
1. Executive Summary
2. Introduction
3. Acceptance or Issuance?
4. Contactless Has Value for All Payment Chain Participants
5. The European Contactless Payment Landscape
   - Which Card Markets Constitute Europe?
   - Key Assumptions
6. The European Contactless Card Landscape: Network Statistics
   - Visa Europe
   - MasterCard
   - American Express
   - Other Networks
7. The European Contactless Card Landscape: Country Breakdown
   - Case Study: The U.K.
8. The European Contactless Terminal Landscape: Network Statistics
9. The European Contactless Terminal Landscape: Country Breakdown
10. Are Contactless Cards the Steppingstone to Mobile Payments?
11. Conclusions
- Endnotes

List of Figures and Tables

Figure 1: Global EMV Card Penetration Rates, 2010–2014
Figure 2: Visa-Branded Cards and Contactless Cards in Europe, 2011–2015E
Figure 3: Ratio of Visa-Branded Contactless Cards to Visa-Branded Non-Contactless Cards in Europe, 2011–2015E
Figure 4: MasterCard Contactless Cards in Europe: Estimated Growth, 2011–2015
Figure 5: American Express Contactless Cards in EMEA Region: Estimated Growth, 2011–2015
Figure 6: Number of Visa-Branded Contactless Cards in Europe's Leading Contactless Markets, 2012–2015
Figure 7: London Transport Journeys Paid by Contactless Card, Sept. 14 – Apr. 15
Figure 8: European Contactless POS Terminal Base, 2011–2015E
Figure 9: Number of POS Terminals Accepting Visa Contactless Cards in Leading Contactless Markets, 2012–2015

Table 1: Distribution of the Value or Benefits of the Contactless Payment Method

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/3429868/](http://www.researchandmarkets.com/reports/3429868/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: 2015 European Contactless Card Payments Landscape
Web Address: http://www.researchandmarkets.com/reports/3429868/
Office Code: SCPLJFU8

Product Format
Please select the product format and quantity you require:

Quantity
Electronic (PDF) - Single User: USD 1250

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [Mr, Mrs, Dr, Miss, Ms, Prof]
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World