Global Mobile Wallet Market Size, Share, Development, Growth and Demand Forecast to 2020 - Industry Insights by Application, by Mode of Payment, by Age Group and by Region

Description: ‘Global Mobile Wallet Market Size, Share, Development, Growth and Demand Forecast to 2020 - Industry Insights by Application (Merchant Purchases, Money Transfers, Bill Payments, Others), by Mode of Payment (SMS, NFC, WAP, Others), by Age Group (18-29 years, 30-44 years, 45-59 years, and 60 Years and Above) and by Region’

Consumers can use mobile phone to pay for wide range of services, and digital or hard goods. The growth in smartphone and mobile internet users, and greater convenience and accessibility are the key growth drivers for the global mobile wallet market. The increased use of mobile commerce and different functionalities offered by mobile wallets, as compared to physical wallets are some of the major trends witnessed in the market. In 2014, the money transfers segment accounted for a significant share in the global mobile wallet market, followed by the merchant purchases segment. Globally, Asia-Pacific dominated the global market in 2014. The mobile-commerce market in Asia-Pacific is driven with the evolution of 4G networks. The increasing advancements in next-generation high-speed mobile networks known as Long-Term Evolution (LTE) are expected to change the landscape of Asia-Pacific, as the developing countries of the region are leading the race to implement the 4G technology. The growing population in developing countries, such as China and India is a major driving force, which is influencing the growth of the region. During 2011-2014, China witnessed the fastest growth in the Asia-Pacific mobile wallet market, followed by South Korea.

Offering cash back discounts with payments done is a major trend witnessed in the global mobile wallet market. The users are tempted towards attractive cash backs and loyalty coupons offered by different mobile wallet companies. The mobile wallet market in the report refers to payment services operated under financial regulation and performed through a mobile device instead of paying with cheque, cash, or credit cards. The market of mobile wallet can be segmented on the basis of application, in terms of value, as merchant purchases, money transfers, bill payments, and others.

On the basis of mode of payment, the global market can be divided into SMS, NFC, WAP, and others. On the basis of age groups, the mobile wallet market can be categorized into 18-29 years, 30-44 years, 45-59 years, and 60 years and above. The growing preference for reward and loyalty programs and emergence of cloud-based mobile payment solutions are laying opportunities for the growth of the global market, during the forecast period.

One of the main growth drivers in the Chinese mobile wallet market is the rapid upsurge in the internet penetration rate of the country, which is driven by the growing adoption of smartphones. The market of Latin America is driven by heavy consumer spending in Brazil. Over the previous years, Brazil has become the most profitable credit card market in Latin America. Some of the digital wallets operating in Brazil include PayPal, Pag Seguro, Mercado Pago, b-CashBanco de Brasil's Stelo, and Oi Carterira.


The research offers mobile wallet market size and market forecast for the period 2011 to 2020. The market size breakdown is as follows:

Global Mobile Wallet Market Breakdown

- By Application - includes global market size of merchant purchases, money transfers, bill payments, and others.
- By Mode of Payment - includes global market size of SMS, NFC, WAP, and others.
- By Age Group - includes global market size of 18-29 years, 30-44 years, 45-59 years, and 60 years and above age group.
- By Region - includes market size of North America, Latin America, Europe, Asia-Pacific, and Middle East &
Global Mobile Wallet Market Breakdown by Application

- Global Merchant Purchases market breakdown by region
- Global Money Transfers market breakdown by region
- Global Bill Payments market breakdown by region
- Global Others market breakdown by region

Global Mobile Wallet Market Breakdown by Mode of Payment

- Global SMS market breakdown by region
- Global NFC market breakdown by region
- Global WAP market breakdown by region
- Global Others market breakdown by region

Global Mobile Wallet Market Breakdown by Age Group

- Global 18-29 age group market breakdown by region
- Global 30-44 age group market breakdown by region
- Global 45-59 age group market breakdown by region
- Global 60 and above age group market breakdown by region

Global Mobile Wallet Market Breakdown by Geography

North America Mobile Wallet Market
- North America Mobile Wallet Market Breakdown by Country - U.S., and Rest of North America

Latin America Mobile Wallet Market
- Latin America Mobile Wallet Market Breakdown by Country - Brazil, Mexico, and Rest of Latin America

Europe Mobile Wallet Market
- Europe Mobile Wallet Market Breakdown by Country - France, U.K., Germany, and Rest of Europe

Asia-Pacific Mobile Wallet Market
- Asia-Pacific Mobile Wallet Market Breakdown by Country - Japan, South Korea, China, and Rest of Asia-Pacific

Middle East & Africa Mobile Wallet Market
- Middle East & Africa Mobile Wallet Market Breakdown by Country - Kenya and Rest of MEA

Contents:
1. Research Scope & Methodology
   1.1 Market Definition
   1.2 Market Scope
   1.2.1 Market breakdown by application
   1.2.2 Market breakdown by mode of payment
   1.2.3 Market breakdown by age group
   1.2.4 Market breakdown by geography
   1.3 Research Methodology and Sources
2. Executive Summary
   2.1 Key Findings
   2.2 Research Summary
3. Market Outlook
   3.1 Introduction
   3.2 Mobile Payment Process Flow- Business Models
3.2.1 Operator centric model
3.2.2 Financial institution centric model
3.2.3 Collaboration model
3.3 Opportunities in the Global Mobile Wallet Market
3.3.1 Growing preference for reward and loyalty programs
3.3.2 Untapped emerging markets
3.4 Factors Driving the Growth of the Market and its Impact on Market Forecast
3.4.1 Growth in number of smartphone and mobile internet users
3.4.2 Greater convenience and accessibility
3.4.3 Increased use of mobile commerce
3.4.4 Functionalities offered by mobile wallets as compared to physical wallets
3.4.5 Impact analysis of drivers on market forecast
3.5 Factors Hindering the Growth of the Market and its Impact on Market Forecast
3.5.1 Lack of awareness among users
3.5.2 Growing consumer concern regarding data privacy and security
3.5.3 Impact analysis of restraints on market forecast

4.1 Global Mobile Wallet Market Breakdown by Application
4.1.1 Merchant purchases
4.1.2 Money transfers
4.1.3 Bill payments
4.1.4 Others
4.2 Global Mobile Wallet Market Breakdown by Mode of Payment
4.2.1 SMS
4.2.2 NFC
4.2.3 WAP
4.2.4 Others
4.3 Global Mobile Wallet Market Breakdown by User Age Group
4.3.1 Age group 18-29 years
4.3.2 Age group 30-44 years
4.3.3 Age group 45-59 years
4.3.4 Age group 60 years and above
4.4 Global Mobile Wallet Market Breakdown by Geography
4.4.1 North America
4.4.2 Latin America
4.4.3 Europe
4.4.4 Asia-Pacific
4.4.5 Middle East and Africa (MEA)

5. Global Mobile Wallet Market Breakdown by Application
5.1 Mobile wallet application in merchant purchases
5.2 Mobile wallet application in money transfers
5.3 Mobile wallet application in bill payments
5.4 Mobile wallet application in others

6. Global Mobile Wallet Market Breakdown by Mode of Payment
6.1 SMS based mobile wallet market
6.2 NFC based mobile wallet market
6.3 WAP based mobile wallet market
6.4 Other mode of mobile wallet market

7. Global Mobile Wallet Market Breakdown by Age-Groups
7.1 Mobile wallet market by 18-29 year age group
7.2 Mobile wallet market by 30-44 years age group
7.3 Mobile wallet market by 45-59 years age group
7.4 Mobile wallet market in 60 years and above age group

8. Global Mobile Wallet Market Breakdown by Geography
8.1 North America Mobile Wallet Market
8.1.1 U.S. mobile wallet market
8.2 Latin America Mobile Wallet Market
8.2.1 Brazil mobile wallet market
8.2.2 Mexico mobile wallet market
8.3 Europe Mobile Wallet Market
8.3.1 France mobile wallet market
8.3.2 U.K. mobile wallet market
8.3.3 Germany mobile wallet market
8.4 Asia-Pacific Mobile Wallet Market
8.4.1 Japan mobile wallet market
8.4.2 South Korea mobile wallet market
8.4.3 China mobile wallet market
8.5 Middle East & Africa Mobile Wallet Market
8.5.1 Kenya mobile wallet market

9. Competitive Landscape
9.1 Porter's Five Forces of Competitive Position Analysis
9.1.1 Bargaining power of buyers
9.1.2 Bargaining power of suppliers
9.1.3 Threat of new entrants
9.1.4 Intensity of rivalry
9.1.5 Threat of substitutes
9.2 Competitive Positioning of Global Mobile Wallet Market, By Application
9.3 Competitive Positioning of Global Mobile Wallet Market, By Mode of Payment
9.4 Competitive Positioning of Global Mobile Wallet Market, By Age Groups
9.5 Competitive Positioning of Key Players in the Global Mobile Wallet Market

10. Company Profiles and Strategic Developments
10.1 Key Company Profiles
10.1.1 American Express Company
10.1.1.1 Business overview
10.1.1.2 Product and service offerings
10.1.2 PayPal Holdings Inc.
10.1.2.1 Business overview
10.1.2.2 Product and service offerings
10.1.3 Google Inc.
10.1.3.1 Business overview
10.1.3.2 Product and service offerings
10.1.4 Visa Inc.
10.1.4.1 Business overview
10.1.4.2 Product and service offerings
10.1.5 Square Inc.
10.1.5.1 Business overview
10.1.5.2 Product and service offerings
10.1.6 LevelUp Inc.
10.1.6.1 Business Overview
10.1.6.2 Product and service offerings
10.1.7 Apple Inc.
10.1.7.1 Business overview
10.1.7.2 Product and service offerings
10.1.8 MasterCard Incorporated
10.1.8.1 Business overview
10.1.8.2 Product and service offerings
10.1.9 BlackBerry Limited
10.1.9.1 Business overview
10.1.9.2 Product and service offerings
10.1.10 Samsung Electronics Co. Ltd.
10.1.10.1 Business overview
10.1.10.2 Product and service offerings
10.2 Strategic Developments in the Mobile Wallet Market
10.2.1 Acquisition and spin-off
10.2.2 Product/ Service launch
10.2.3 Service Expansion

11. Appendix
11.1 List of Abbreviations
List of Tables:
Table 1 Specific Primary And Secondary Sources Used for this Publication
Table 2 Global Mobile Wallet Market Snapshot
Table 3 Drivers for The Market: Impact Analysis
Table 4 Restraints for The Market: Impact Analysis
Table 5 Global Mobile Wallet Market Breakdown by Application, $B (2011 - 2014)
Table 6 Global Mobile Wallet Market Breakdown by Application, $B (2015 - 2020)
Table 7 Global Mobile Wallet Market Breakdown by Mode of Payment, $B (2011 - 2014)
Table 8 Global Mobile Wallet Market Breakdown by Mode of Payment, $B (2015 - 2020)
Table 9 Global Mobile Wallet Market Breakdown by User Age Group, $B (2011 - 2014)
Table 10 Global Mobile Wallet Market Breakdown by User Age Group, $B (2015 - 2020)
Table 11 Global Mobile Wallet Market Breakdown by Geography, $B (2011 - 2014)
Table 12 Global Mobile Wallet Market Breakdown by Geography, $B (2015 - 2020)
Table 13 Merchant Purchases Application Market Breakdown by Geography, $B (2011 - 2014)
Table 14 Merchant Purchases Application, Market Breakdown by Geography, $B (2015 - 2020)
Table 15 Money Transfers Application Market Breakdown by Geography, $B (2011 - 2014)
Table 16 Money Transfers Application Market Breakdown by Geography, $B (2015 - 2020)
Table 17 Bill Payments Application Market Breakdown by Geography, $B (2011 - 2014)
Table 18 Bill Payments Application Market Breakdown by Geography, $B (2015 - 2020)
Table 19 Other Mobile Wallet Applications Market Breakdown by Geography, $B (2011 - 2014)
Table 20 Other Mobile Wallet Applications Market Breakdown by Geography, $B (2015 - 2020)
Table 21 Sms Based Mobile Wallet Market Breakdown by Geography, $B (2011 - 2014)
Table 22 Sms Based Mobile Wallet Market Breakdown by Geography, $B (2015 - 2020)
Table 23 Nfc Based Mobile Wallet Market Breakdown by Geography, $B (2011 - 2014)
Table 24 Nfc Based Mobile Wallet Market Breakdown by Geography, $B (2015 - 2020)
Table 25 Wap Based Mobile Wallet Market Breakdown by Geography, $B (2011 - 2014)
Table 26 Wap Based Mobile Wallet Market Breakdown, by Geography, $B (2015 - 2020)
Table 27 Other Mode of Mobile Wallet Market Breakdown by Geography, $B 2011 - 2014)
Table 28 Other Mode of Mobile Wallet Market Breakdown by Geography, $B (2015 - 2020)
Table 29 Mobile Wallet Market Size In 18-29 Years Age Group, by Geography, $B (2011 - 2014)
Table 30 Mobile Wallet Market Size In18-29 Years Age Group, by Geography, $B (2015 - 2020)
Table 31 Mobile Wallet Market Size in 30-44 Years Age Group, by Geography, $B (2011 - 2014)
Table 32 Mobile Wallet Market Size in 30-44 Years Age Group, by Geography, $B (2015 - 2020)
Table 33 Mobile Wallet Market Size in 45-59 Years Age Group, by Geography, $B (2011 - 2014)
Table 34 Mobile Wallet Market Size in 45-59 Years Age Group, by Geography, $B (2015 - 2020)
Table 35 Mobile Wallet Market Size in Above 60 Years Age Group, by Geography, $B (2011 - 2014)
Table 36 Mobile Wallet Market Size in Above 60 Years Age Group, by Geography, $B (2015 - 2020)
Table 37 North America Mobile Wallet Market Breakdown by Country, $B (2011 - 2014)
Table 38 North America Mobile Wallet Market Breakdown by Country, $B (2015 - 2020)
Table 39 Latin America Mobile Wallet Market Breakdown by Country, $B (2011 - 2014)
Table 40 Latin America Mobile Wallet Market Breakdown by Country, $B (2015 - 2020)
Table 41 Europe Mobile Wallet Market Breakdown by Country, $B (2011 - 2014)
Table 42 Europe Mobile Wallet Market Breakdown by Country, $B (2015 - 2020)
Table 43 Asia-Pacific Mobile Wallet Market Breakdown by Country, $B (2011 - 2014)
Table 44 Asia-Pacific Mobile Wallet Market Breakdown by Country, $B (2015 - 2020)
Table 45 Middle East & Africa Mobile Wallet Market Breakdown by Country, $B (2011 - 2014)
Table 46 Middle East & Africa Mobile Wallet Market Breakdown by Country, $B (2015 - 2020)
Table 47 American Express Company - Key Facts
Table 48 PayPal Holdings Inc. - Key Facts
Table 49 Google Inc. - Key Facts
Table 50 Visa Inc. - Key Facts
Table 51 Square Inc. - Key Facts
Table 52 Levelup Inc. - Key Facts
Table 53 Apple Inc. - Key Facts
Table 54 Mastercard Incorporated - Key Facts
Table 55 Blackberry Limited - Key Facts
Table 56 Samsung Electronics Co. Ltd. - Key Facts

List of Figures:
Fig 1 Research Scope for Global Mobile Wallet Market
Fig 2 Research Methodology for Global Mobile Wallet Market
Fig 3 Mobile Wallet Process Flow in Operator Centric Model
Fig 4 Mobile Wallet Process Flow in Financial Institution Model
Fig 5 Mobile Wallet Process Flow in Collaboration Model
Fig 6 Global Mobile Wallet Market Size, $B (2011 - 2020)
Fig 7 Global Mobile Wallet Market Size by Application, $B (2011 - 2020)
Fig 8 Global Mobile Wallet Market Size by Mode of Payment, $B (2011 - 2020)
Fig 9 Global Mobile Wallet Market Size by User Age Group, $B (2011 - 2020)
Fig 10 Global Mobile Wallet Market Size by Geography, $B (2011 - 2020)
Fig 11 Global Mobile Wallet Market Share, by Application (2014 And 2020)
Fig 12 Geographical Breakdown of Mobile Wallet Market in Merchant Purchases (2014 And 2020)
Fig 13 Geographical Breakdown of Mobile Wallet Market in Money Transfers, (2014 And 2020)
Fig 14 Geographical Breakdown of Mobile Wallet Market in Bill Payments, (2014 And 2020)
Fig 15 Geographical Breakdown of Mobile Wallet Market in Other Applications (2014 And 2020)
Fig 16 Global Mobile Wallet Market Share, by Mode of Payment (2014 And 2020)
Fig 17 SMS Based Mobile Wallet Market Share, by Geography (2014 And 2020)
Fig 18 NFC Based Mobile Wallet Market Share, by Geography (2014 And 2020)
Fig 19 Wap Based Mobile Wallet Market Share, by Geography (2014 And 2020)
Fig 20 Other Mode of Mobile Wallet Market Share, by Geography (2014 And 2020)
Fig 21 Global Mobile Wallet Market Share, by User Age Group (2014 And 2020)
Fig 22 Mobile Wallet Market in 18-29 Years Age Group, by Geography (2014 And 2020)
Fig 23 Mobile Wallet Market in 30-44 Years Age Group, by Geography (2014 And 2020)
Fig 24 Mobile Wallet Market in 45-59 Years Age Group, by Geography (2014 And 2020)
Fig 25 Mobile Wallet Market in Above 60 Years Age Group, by Geography (2014 And 2020)
Fig 26 Global Mobile Wallet Market, by Geography
Fig 27 North America Mobile Wallet Market Share by Country (2014 And 2020)
Fig 28 Latin America Mobile Wallet Market Share by Country (2014 And 2020)
Fig 29 Europe Mobile Wallet Market Share by Country (2014 And 2020)
Fig 30 Asia-Pacific Mobile Wallet Market Share by Country (2014 And 2020)
Fig 31 Middle East & Africa Market Share by Country (2014 And 2020)
Fig 32 Porter's Five Forces of Competitive Position Analysis
Fig 33 Competitive Positioning of Global Mobile Wallet Market, by Application
Fig 34 Competitive Positioning of Global Mobile Wallet Market, by Mode of Payment
Fig 35 Competitive Positioning of Global Mobile Wallet Market, by Age Group
Fig 36 Competitive Positioning of Key Players in The Global Mobile Wallet Market (2014)

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