Asia-Pacific Online Payment Methods: Second Half 2015

Description: Asia-Pacific is already the world's largest B2C E-Commerce market in terms of sales, and continues to grow. Online payment methods are evolving along with online retail, and emerging markets in Asia-Pacific are adopting new payment methods faster than some advanced markets. The collective share of consumers using smartphone wallets and mobile money in the regions' emerging countries was higher than that of advanced markets. However, advanced markets such as Japan and South Korea are also adopting mobile payments, which already accounted for almost two thirds of online payments in China last year.

Overall, payment method preferences differ among online shoppers in various countries. On the regional level, there were even more online shoppers who paid with cash on delivery than those paying with credit and debit cards in 2015, as shown in this report's findings. Nevertheless, in Japan and South Korea, credit cards remain the leading payment method, while in China, third-party online payment systems rank higher than other methods and in India cash on delivery has dominated in the past two years. In Indonesia, both banking methods and cash on delivery were popular, and in Thailand money transfer at a bank counter was ahead.

The competition landscape in online and mobile payments in Asia-Pacific remains dynamic, according to the research findings. Alipay still dominates third-party online payment volume in China, but Tenpay's share is growing and new regulations favor banks for higher-value payments. Furthermore, Apple Pay plans to enter China in 2016, while South Korea's Samsung Pay expanded to the USA after domestic launch in 2015.

Key Questions Answered

- Which payment methods do consumers in Asia-Pacific prefer when shopping online?
- How do the rankings of online payment methods differ across the region?
- Which countries lead in terms of mobile payment development in Asia-Pacific?
- Which important regulatory and player news are there about the Asia-Pacific's largest market?

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