Asia-Pacific Online Payment Methods: Full Year 2015

Description: With B2C E-Commerce sales growing rapidly, the online payment landscape in Asia-Pacific remains dynamic. In China, the number of online payment users reached over a third of a trillion in mid-2015, accounting for more than 50% of Internet users, as revealed in this report. Third-party payment services, such as Alipay and Tenpay, were the leading payment methods used by online shoppers in China that year, while in Japan and South Korea online payments were dominated by credit cards. Meanwhile, in less advanced markets, such as India, cash on delivery was still used by a high double-digit share of online shoppers. Another popular online payment method was bank transfer, chosen by more than two-thirds of online shoppers in Indonesia.

Overall, emerging markets in Asia-Pacific are ahead of advanced markets when it comes to the adoption of innovative payment methods. For example, the share of individuals using mobile wallets in emerging markets was almost double that share in the advanced markets in mid-2015. In the previous year, China was the highest-ranking country worldwide in share of mobile phone users making mobile payments both for digital and non-digital goods, while India had the highest share of online shoppers who would be willing to use digital currency.

Asia-Pacific is one of the leading regions worldwide in mobile payment use. Mobile payment transactions in some of the countries in this region have been growing at triple-digit rates, as shown in the report. Asia-Pacific is also one of the trend setters in this space. Across the region, a number of mobile messengers launched payment services, such as LINE Pay from Japan and Kakao Pay from South Korea. As online and mobile payments continue to grow, competition remains intense.

Key Questions Answered:
- Which online payment methods are preferred by online shoppers in Asia-Pacific?
- What are the key trends in online payments in the countries of this region?
- Which countries lead in terms of mobile payment development?

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