Mobile Payment: The State of the Industry, Amid New Stakes

Description: This report gives an overview of the mobile payment market across m-commerce and in-store channels, in both qualitative and quantitative approaches.

The latest market trends are analysed, as well as the position and evolution of the main players (card networks, Internet and IT players including giants and start-ups, as well as telcos).

Stakes and opportunities in the new landscape are also analysed, particularly in regard to value propositions for both retailers/merchants and consumers, and with omnichannel payment strategies.

Slideshow Contents:
- The payment ecosystem
- Mobile payment market: Mobile commerce (m-commerce) payment market
- Mobile payment market: In-store mobile payment market

Player strategies:
- overview
- Internet and IT players
- Telcos

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