The mCommerce & mPayment Marketplace 2016-2020

Description: Global M-Commerce and M-Payment market dynamics, opportunities and challenges, extensive forecasts on users and revenues in banking, payment, and insurance sector both globally and regionally with cases and future roadmaps of exemplary telcos in the segment.

Key Questions Answered:
- How operators can explore the m-commerce market to generate incremental revenues?
- What are the various revenue-generating segments within M-Commerce which mobile operators should seriously consider pursuing?
- What are the strategic options to monetise the various M-Commerce services?
- How lean tactics can be used to derive maximum revenue from M-Commerce services in the shortest possible time?
- How M-Commerce can be used as a tool to boost customer loyalty and brand recognition?

Key Findings:
- The number of m-payment users is expected to reach around 921 million worldwide by the end of 2020 from 439 million in 2015.
- The worldwide m-payment revenue is projected to grow at a CAGR of 19% during 2015 - 2020.
- Safaricom's M-Pesa accounted for more than 18% of the total revenue generated in FY 2014 that was almost double that of its messaging revenue.
- NFC mobile payments are projected to reach US$100 billion in 2016. The technology will witness sharper uptake 2016 onwards and will cross US$300 billion mark in 2018.
- More than 2.4 billion users will be using mobile banking services by the end of 2020 compared to around 1 billion in 2015.

Who can benefit from this Report?

Mobile Network Operators
For the crucial grasp required on M-Commerce market opportunities and challenges, and to identify potential revenue streams from such services.

Mobile Device Makers
For better informed product development and to imbue a competitive edge into the product/ services in sync with the technological developments, end user lifestyles, and operators' challenges in meeting the market demand efficiently.

Content Providers and Application Developers
To gain an insight into the market expectations and opportunities that M-Commerce market will generate across various geographies in the coming years. To prepare for the likely changes that Content Providers and Application Developers must go through to remain relevant and profitable in the market.

Telecom Investors
With an obvious interest in the current happenings within the mobile commerce segment of telecoms, the Report serves guidance to telecom investors. The Report attempts to help you in identifying the right choices for your investments.

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