Global and China Mobile Payment Industry Report, 2016-2020

Description: "Increasingly popular smartphone, further implementation of "Internet +" program and continuous technological innovation have fueled the rapid growth of the Chinese mobile payment market with transaction volume for 2015 surging by 322.2% to RMB130.18 trillion and expected to maintain an AAGR of 142% over the next couple years to hit RMB13,776.5 trillion in 2020.

Mobile banking finds the largest transaction size, accounting for 83.1% in 2015 and estimated to decline to around 80.4% in 2020. China Construction Bank ranked first with a 23.1% market share, followed by Industrial and Commercial Bank of China (20.0%) and Agricultural Bank of China (13.9%). Faced with challenges and pressure from payment APPs, the banks will strengthen competitiveness by introducing differentiated services and products, such as joint issuance of cards and large payment with banking expertise.

With regard to third-party mobile payment, the transaction volume in China reported RMB21.96 trillion in 2015, an upsurge of 167% from a year ago, 90% of the market seized by Alipay and Tenpay. Supported by business data, third-party payment companies will continue to expand service functions, finally forming a development pattern of O2O (Online to Offline) services.

In addition, driven by mobile-payment interest chain and against the background of tighter access to payment, the mobile payment market has undergone an expedited reshuffle and mobile phone vendors and traditional enterprises have stepped up their presence in 2016, further intensifying market competition.

Technologically, as two-dimensional barcode (or QR code) is permitted, 2D barcode payment technology will keep having an edge. Meanwhile, with higher requirements on payment security, other technologies like NFC, HCE, Token and biological recognition will mature gradually.

Global and China Mobile Payment Industry Report, 2016-2020 focuses on the following:

- Global mobile payment market (size, enterprise pattern, development of mobile payment in United States, Japan, India, etc.);
- Chinese mobile payment market (regulatory policies, market size, market structure, enterprise pattern, etc.);
- Mobile payment segments (mobile banking, third-party mobile payment, NFC payment, 2D barcode payment, etc.);
- Characteristics of mobile payment users in China;
- Mobile internet users, smart phone, intelligent POS machine, etc.;
- 16 major global and Chinese mobile payment companies (operation, development strategy, etc.)

Contents:

1 Overview
  1.1 Definition
  1.2 Classification
  1.3 Industry Chain

2 Global Mobile Payment Market
  2.1 Overview
  2.2 Market Size
  2.3 Regional Development
    2.3.1 United States
    2.3.2 Japan
    2.3.3 India
  2.4 Competitive Landscape
  2.5 Development Trend

3 Chinese Mobile Payment Market
  3.1 Overview
3.2 Regulatory Policies
3.2.1 Industry Access
3.2.2 Main Policies
3.2.3 Payment License
3.3 Market Size
3.4 Market Structure
3.5 Enterprise Pattern
3.6 Development Trend
3.6.1 Tougher Regulation of and Tighter Access to Payment Market
3.6.2 Security Issue Is Taken Seriously
3.6.3 Industry Trend

4 Mobile Payment Market Segments
4.1 Third-party Mobile Payment
4.1.1 Overview
4.1.2 Market Size
4.1.3 Market Structure
4.1.4 Competitive Landscape
4.2 Mobile Banking
4.2.1 Overview
4.2.2 Market Size
4.2.3 Competitive Landscape
4.2.4 Payment Function
4.2.5 Development Trend
4.3 Carriers’ Mobile Payment
4.4 2D Barcode Payment
4.4.1 Technology
4.4.2 Status Quo
4.4.3 Presence of Enterprises
4.5 NFC Payment
4.5.1 Technology
4.5.2 Market Size
4.5.3 Presence of Enterprises
4.5.4 HCE Cloud-based QuickPass
4.6 Fingerprint Identification Payment

5 Mobile Payment Users in China
5.1 Overview
5.2 Characteristics of Mobile Payment Users
5.3 Using Behaviors of Mobile Payment Users
5.4 Attributes and Behavior Preferences of Mobile Payment Users

6 Mobile Payment-related Industry Chain
6.1 Mobile Internet Users
6.2 Consumer Terminal Devices
6.3 Intelligent POS Machine
6.3.1 Overview of Products
6.3.2 Market Size
6.3.3 Trend of Products

7 Major Global Mobile Payment Users
7.1 PayPal
7.1.1 Profile
7.1.2 Operation
7.1.3 Mobile Payment Business
7.1.4 Business in China
7.1.5 Development Prospects
7.2 Paytm
7.2.1 Profile
7.2.2 Partners
7.2.3 Operation
7.2.4 SWOT
7.3 Stripe
7.4 MobiKwik
7.5 Adyen

8 Major Chinese Mobile Payment Enterprises
8.1 AliPay
8.1.1 Profile
8.1.2 Development Course
8.1.3 Profit Model
8.1.4 Operation
8.1.5 Mobile Payment
8.1.6 Partners
8.1.7 Establishment of Ant Financial
8.1.8 Expansion of Overseas Markets
8.1.9 SWOT
8.2 TenPay
8.2.1 Profile
8.2.2 Development Course
8.2.3 Mobile Payment Business
8.2.4 Partners
8.3 99Bill
8.3.1 Profile
8.3.2 Development Course
8.3.3 Mobile Payment Business
8.3.4 Partners
8.4 YeePay
8.4.1 Profile
8.4.2 Development Course
8.4.3 Partners
8.4.4 Strategy
8.4.5 Mobile Payment Business
8.5 IPS
8.5.1 Profile
8.5.2 Development Course
8.5.3 Mobile Payment Business
8.5.4 Partners
8.6 Lakala
8.6.1 Profile
8.6.2 Development Course
8.6.3 Operation
8.6.4 Mobile Payment
8.6.5 Partners
8.6.6 Deepening Layout in Internet Finance
8.7 UMPay
8.7.1 Profile
8.7.2 Development Course
8.7.3 Operation
8.7.4 Mobile Payment Business
8.7.5 Partners
8.8 LianLianPay
8.8.1 Profile
8.8.2 Mobile Payment Business
8.9 PinganPay
8.10 Smartpay
8.11 Qiandai
8.12 CHINAUMS
8.12.1 Profile
8.12.2 Partners
8.12.3 Mobile Payment Business

List of Charts
- Development Trends of Payment
- Classification of Payment Models
- NFC Payment VS Remote Payment
- Comparison of Major Mobile Payment Technologies
- 2D Barcode Payment VS NFC Payment
- Mobile Payment Industry Chain
- NFC Payment Value Chain
- Main Applications of Mobile Payment
- TOP10 Countries with the Highest Proportion of Mobile Payments Users
- Global Mobile Payment Market Size, 2010-2016
- Mobile Payment Transactions in United States, 2014-2020E
- Mobile Payment Transactions in United States by Method, 2014-2020E
- Proportion of Mobile Payment by Mobile Phone Users in United States, 2014-2019E
- Major U.S. Payment Enterprises
- Characteristics of Mobile Payment Development in Japan
- Development Status in India
- Reasons for Choosing Digital Payment in India
- Major Policies on Mobile Payment in India
- Trends of Mobile Payment in India
- Potential Mobile Payment Users in India, 2015&2020E
- Mobile Payment Transactions by Major Methods of Payment Worldwide, 2015&2019E
- Major Enterprises’ Presence in Mobile Payment, 2016
- Key Factors Affecting Development of Mobile Payment Worldwide
- Global Mobile Payment Market Size, 2016-2020E
- Interpretations of Regulations on the Online Payment Business of Non-Banking Payment Institutions
- Main Policies on Mobile Payment in China, 2010-2016
- Number of Payment Licenses Issued to Non-Banking Institutions in China, 2011-2016
- Number of Payment Licenses Issued in China by Type by the End of Aug 2016
- Enterprises Having Obtained Payment Business License by the End of Nov 2016
- Chinese Mobile Payment Market Size, 2011-2016
- Chinese Mobile Payment Market Structure, 2011-2016
- Major Operating Models and Participants of Mobile Payment in China, 2016
- Major Payment License Acquisitions in China, 2014-2016
- Traditional Enterprises’ Co-presence in Mobile Payment Field
- Mobile Payment Transactions in China by Operating Model
- Trends of Policies on Mobile Payment in China
- Major Security Risks to Mobile Payment
- Means of Fraud Exposed to Payment Users in China, 2015
- Development Trends of Mobile Payment Business
- Trends of Presence in Mobile Payment Business
- Development Trends of Mobile Payment Platform
- Trends of Cooperation between Mobile Payment Enterprises
- Mobile Payment Transactions in China, 2016-2020E
- Chinese Mobile Payment Market Structure, 2020E
- Development History of Third-party Mobile Payment
- Main Characteristics of Third-party Mobile Payment
- Third-party Mobile Payment Industry Chain in China
- Chinese Third-party Mobile Payment Market Size, 2010-2020E
- Structure of Third-party Mobile Payment Transactions in China by Type of Business, 2015-2016
- Market Share of Third-party Mobile Payment in China, 2015
- Implementations and Merits & Demerits of Mobile Banking
- Classification of Mobile Banking
- Mobile Banking Industry Chain
- Mobile Banking Transactions in China, 2010-2016
- Market Share of Mobile Banking in China, 2015-2016Q2
- Development Trends of Mobile Banking
- Mobile Banking Transactions in China, 2015-2020E
- Carriers’ Operating Models of Mobile Payment
- Mobile Carriers Dominate Mobile Payment Value Chain
- Framework of 2D Barcode Payment System
- Major Devices/Facilities for and Functions of 2D Barcode Payment
- 2D Barcode Payment Industry Chain
- Development History of 2D Barcode Payment
- Modes of Unionpay 2D Barcode Payment
Development Course of NFC Technology
- Technical Framework of NFC
- Operating Models and Components of NFC Reader/Writer
- Main Implementations of SE in NFC
- NFC-enabled Cellphone Models Officially Released in China by Sept 2016
- Cellphone Models with NFC All-terminal Mobile Public Transport Card Top-up Function and Cities Supported in China
- NFC Payment Industry Chain
- Process of NFC Payment
- Installation of Cloud-based QuickPass
- Development History of Cloud-based QuickPass in China, 2015-2016
- Certified Unionpay Mobile-payment Cellphones, Sept 2016
- Certified Unionpay Mobile-payment SWP-SD Smart Cards, Sept 2016
- Certified Unionpay Mobile-payment SWP-SIM Smart Cards, Sept 2016
- Certified Unionpay Mobile-payment Dual-interface Smart Cards, Sept 2016
- HCE-enabled Mobile Devices and Models Officially Released in China
- Mobile Payment Users Structure in China by Gender, 2015-2016
- Mobile Payment Users Structure in China by Age, 2015-2016
- Distribution of NFC Mobile Payment Users in China by Region, 2016
- Frequency of Mobile Payment by Users in China, 2016
- Amount Per Payment of Mobile Payment Users in China, 2015-2016
- Payment Habits of Mobile Payment Users in China, 2015-2016
- Main Reasons for Using Mobile Payment in China
- Problems with Usage of Mobile Payment by Users in China, 2015-2016
- Distribution of Mobile Payment Systems, 2014-2015
- Major Industries to Which Mobile Payments Are Applied, 2016
- Payment Methods of Mobile Payment in China
- Acceptance of Barcode Payment by Mobile Payment Users in China by Region, 2016
- Mobile Payment Users’ Awareness of New Mobile Payment Technologies in China, 2015-2016
- Mobile Payment Users’ Acceptance of Biological Recognition Technology in China, 2016
- Internet Users in China, 2010-2020E
- Mobile Internet Users in China, 2010-2020E
- % of Mobile-terminal Online Shopping Transactions in China, 2014-2015
- Categories of Goods Purchased by Users via Mobile Phone, 2015
- Global Mobile Phone Sales and Lithium Battery Demand, 2012-2020E
- Global Tablet PC Sales and Lithium Battery Demand, 2012-2020E
- Global NFC-enabled Mobile Phone Shipments, 2011-2015
- Comparison of Offline Mobile Payments
- Imagpay Breakdown Products and Characteristics
- Product Characteristics of Major Imagpay Manufacturers in China
- Number of Merchants Joining the UnionPay Network in China and YoY Growth, 2007-2020E
- Number of New Merchants Joining the UnionPay Network in China and YoY Growth, 2007-2020E
- Number of POS Terminals Joined the UnionPay Network in China and YoY Growth, 2007-2020E
- Number of New POS Terminals Joined the UnionPay Network in China and YoY Growth, 2007-2020E
- Number of Bankcards for Every POS Terminal in China, 2007-2020E
- POS Terminal Ownership per Thousand People in China, 2007-2020E
- China’s POS Terminal Shipments and YoY Growth, 2009-2020E
- Operating Model of PayPal
- Main Business Platforms of PayPal
- Operation of PayPal, 2015-2016Q3
- Total Payment of PayPal, 2015-2016
- Active Users of PayPal, 2015-2016
- Revenue Structure of PayPal by Business/Region, 2015-2016Q3
- PayPal’s Development of International Business by May 2016
- Milestones of PayPal’s Global Expansion
- Partners of PayPal, 2016
- Mobile Phone Business-related Products of PayPal
- Mobile Payment Solutions of PayPal
- Mobile Payment Business Performance of PayPal, 2015
- PayPal Wallet
- Development of PayPal APP, 2016
- Mobile Payment Business Process of LianLianPay
- Basic Information of Pingan Pay's Business License
- Partners of PinganPay
- Basic Information of Smartpay's Business License
- Partners of Smartpay
- Business Scale of Smartpay
- Basic Information of Qiandai’s Business License
- Partners of Qiandai
- Basic Information of CHINAUMS's Business License
- Bank Partners of CHINAUMS
- Client Partners of CHINAUMS
- Third-party Institution Partners of CHINAUMS

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