Global Mobile Money Market Analysis & Trends - Industry Forecast to 2025

Description: The Global Mobile Money Market is poised to grow at a CAGR of around 38.9% over the next decade to reach approximately $405 billion by 2025. Some of the prominent trends that the market is witnessing include mobile money service providers and platform vendors are developing solutions which are limiting the growth of mobile merchant payments, mobile money bridging the virtual economy with reality and innovations in mobile money will drive the sharing economy.

Depending on payment mode, market is segmented into direct mobile billing, Interactive Voice Response System (IVRS), mobile apps, mobile web/WAP payments, Near Field Communication (NFC)/smart cards, Short Message Service (SMS), Unstructured Service Supplementary Data/SIM Toolkit (USSD/STK) and other payment modes.

Based on location the market is categorized into proximity payments and remote payments. By payment nature market is classified into business to business, business to person, person to person and person to business. Depending on purchase type, market is segregated into airtime transfer and top-ups, digital products, merchandise and coupons, money transfers and payments, travel and ticketing and other purchase types.

By verticals, mobile money market is segmented into telecom and IT, Banking, Financial Services, and Insurance (BFSI), hospitality & tourism, energy and utilities, Supply Chain Management (SCM) and logistics, retail, healthcare, media and entertainment and other verticals.

This industry report analyzes the market estimates and forecasts for all the given segments on global as well as regional levels presented in the research scope. The study provides historical market data for 2013, 2014 revenue estimations are presented for 2015 and forecasts from 2016 till 2025. The study focuses on market trends, leading players, supply chain trends, technological innovations, key developments, and future strategies. With comprehensive market assessment across the major geographies such as North America, Europe, Asia Pacific, Middle East, Latin America and Rest of the world the report is a valuable asset for the existing players, new entrants and the future investors.

The study presents detailed market analysis with inputs derived from industry professionals across the value chain. A special focus has been made on 23 countries such as U.S., Canada, Mexico, U.K., Germany, Spain, France, Italy, China, Brazil, Saudi Arabia, South Africa, etc. The market data is gathered from extensive primary interviews and secondary research. The market size is calculated based on the revenue generated through sales from all the given segments and sub segments in the research scope. The market sizing analysis includes both top-down and bottom-up approaches for data validation and accuracy measures.

This report provides data tables, includes charts and graphs for visual analysis.

Regional Analysis:

North America
- US
- Canada
- Mexico

Europe
- France
- Germany
- Italy
- Spain
- UK
- Rest of Europe

Asia Pacific
- China
- Japan
Report Highlights:

- The report provides a detailed analysis on current and future market trends to identify the investment opportunities
- Market forecasts till 2025, using estimated market values as the base numbers
- Key market trends across the business segments, Regions and Countries
- Key developments and strategies observed in the market
- Market Dynamics such as Drivers, Restraints, Opportunities and other trends
- In-depth company profiles of key players and upcoming prominent players
- Growth prospects among the emerging nations through 2025
- Market opportunities and recommendations for new investments

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