Asia-Pacific Online Payment Methods: Second Half 2016

Description: The biggest B2C E-Commerce region by sales is the Asia-Pacific. The report reveals a predominant trend that mobile payments are becoming more popular there. Consumers are more prone to use alternative payment methods like mobile wallets in comparison with other areas around the globe.

The leader of the mobile purchasing trend is China, says the report, with total mobile payment users nearing the number of total online payment users. Furthermore, in 2016, the amount of mobile payments using third-party services like Alipay and Tenpay exceeded desktop-based Internet payments. Other markets are also projected to increasingly utilize mobile payment methods. For example, South Korea showed strong double digit figure growth in daily average use of mobile payments. In India, by 2020 mobile wallets are forecasted to extend their share of online payments by multiple percentage points.

This report also gives further insight in the Asia-Pacific region about payment-related online consumer attitudes. Whereas online consumers in Japan and Australia prefer to make online purchases via bank card, Southeast Asian shoppers prefer ATM or online bank transfer methods. Overall, consumers prioritize convenience and safety when shopping online or by mobile device.

Key Questions Answered

- What payment methods account for the largest share of E-Commerce sales in Asia-Pacific?
- How do payment preferences of online shoppers in China differ from those in Japan?
- What are the top payment methods used by online shoppers in Southeast Asia?
- How many mobile shoppers in Asia-Pacific use mobile wallets?
- What are the key mobile payment trends in Asia-Pacific?

Contents:

1. Management Summary

2. Global Developments

- Online and Mobile Payment Trends, H2 2016
- Breakdown of E-Commerce Sales by Payment Methods, in %, 2015 & 2020f
- Breakdown of the Number of Online Payment Options Offered, in % of Online Merchants, January 2016
- Top 3 Payment Methods Preferred in Cross-Border Online Shopping, in % of Cross-Border Online Shoppers, August 2016
- Top 3 Considerations When Choosing a Payment Method in Cross-Border Online Shopping, in % of Cross-Border Online Shoppers, August 2016
- Reasons To Choose the Preferred Payment Method in Cross-Border Online Shopping, in % of Cross-Border Online Shoppers, 2016
- Security Authentication Features That Online Shoppers in the USA and the UK Would Consider Setting Up for Online Purchases in the Next 12 Months, in %, November 2016
- Mobile Payments Share of Total Consumer Card Payments, in %, 2016e & 2021f
- Mobile and Wearable Contactless Payments, in USD billion, 2015 & 2018f
- Breakdown of Mobile Payments by Usage Case, by Europe and North America, 2016e
- Share of Internet Users Who Look Forward to Being Able to Pay for More Transactions from Mobile Device, in %, by Asia-Pacific, Europe, Latin America, the USA, and Global Average, August 2016
- Contactless Payment User Penetration, in % of Banked Population, July 2016
- Payment Methods Used in Mobile Shopping, in % of Mobile Shoppers, by Selected Regions, August 2016
- Products and Services Paid for via Mobile Wallet, in % of Mobile Shoppers Who Paid with Mobile Wallet, August 2016
- Share of Mobile Shoppers Paying with Mobile Wallets, by Selected Countries, in %, August 2016
- Probability of Using Mobile Wallets, in % of Smartphone Owners, by Selected Countries, July 2016

3. Asia-Pacific

3.1. Regional
- Breakdown of E-Commerce Sales by Payment Method, in %, 2015 & 2020f

3.2. Advanced Markets

3.2.1. Japan:
- Online and Mobile Payment Trends and News about Players, H2 2016
- Top Places to Use Credit Card, incl. “Online Shopping/Mail Order”, in % of Internet Users Who Used Credit Card in the Previous 6 Months, November 2016
- Top Purposes of Using a Credit Card, incl. “Online Shopping and Internet Services”, in % of Adults Who Would Like to Use Credit Cards, July 2016
- Breakdown of Attitude to Being Asked to Enter a Password or Other Identification in Addition to Credit Card Number and Expiration Date When Shopping Online, in % of Adults, July 2016
- Payment Methods Used in Physical Stores, incl. “E-Money”, in % of Internet Users, by Age Group, August 2016
- Mobile Payments Solutions Used for Payment In-Store, in % of Internet Users, August 2016

3.2.2. South Korea:
- Daily Average Value of Mobile Card Payments, in KRW billion, 2014 & 2015
- Breakdown of Payment Instruments Used, by Transactions Number and Value, in %, incl. “Mobile Cards”, 2015
- Reasons for Not Using Mobile Financial Services, by Score, in %, 2015

3.2.3. Australia:
- Share of Credit Cards in Number of Domestic B2C E-Commerce Payments, in %, FY 2010/11 and FY 2015/16
- Value of Card-Not-Present Fraud, in AUD million, and Share of Total Card Fraud, in %, 2010 - 2015

3.3. Emerging Markets

3.3.1. China:
- Online and Mobile Payment Trends and News about Players, H2 2016
- E-Wallet’s Share of E-Commerce Sales, in %, 2015
- Payment Methods Used in Online Shopping, in % of Online Shoppers, 2016
- Number of Online Payment Users, in millions, and Penetration, in % of Internet Users, 2012 – 2015 & June 2016
- Third-Party Online Payment Volume, in CNY trillion, by Two Comparative Estimates, Q1 2015 – Q2 2016
- Breakdown of Third-Party Online Payment GMV, by Type, in %, Q2 2015 – Q2 2016
- Breakdown of Third-Party Online Payment GMV by Players, in %, by Two Comparative Estimates, Q1 2016
- Number of Mobile Payment Users, in millions, and Penetration, in % of Mobile Internet Users, 2014, 2015 & June 2016
- Third-Party Mobile Payment Volume, in CNY trillion, by Two Comparative Estimates, Q1 2015 – Q2 2016
- Breakdown of Third-Party Mobile Payment, by Type, in %, Q2 2015 – Q2 2016
- Breakdown of Third-Party Mobile Payment GMV by Players, in %, by Two Comparative Estimates, Q1 2016
- Breakdown of Payment Methods Used in Mobile Payment Accounts, in % of Mobile Payment Users, 2015
- Mobile Payment Scenarios, in % of Mobile Payment Users, 2015
- Reasons for Using Mobile Payments, in % of Mobile Payment Users, July 2016

3.3.2. India:
- Online and Mobile Payment Trends and News about Players, H2 2016
- Breakdown of E-Commerce Payment Volume by Payment Methods, in %, 2015 & 2020f
- Purposes of Using Mobile Wallets, in % of Mobile Wallet Users, April 2016

3.3.3. Indonesia:
- Breakdown of Payment Methods Used in Online Shopping, in % of Online Shoppers, December 2016
- Breakdown of Reasons to Choose Payment via ATM, in % of Online Shoppers Who Pay for Online Purchases
via ATM, December 2016
- Breakdown of Payment Methods Used in Online Shopping, in % of Online Shoppers, August 2016
- Reasons to Choose an E-Commerce Website to Purchase From, incl. Payment-Related, in % of Online Shoppers, August 2016
- Most Popular Non-Bank Fintech Services, in % of Non-Bank Fintech Service Users, November 2016
- Areas with Most Demand for Increased or Clearer Regulation According to Fintech Companies, in %, November 2016

3.3.4. Thailand:

- Breakdown of E-Commerce Revenues of Retail and Wholesale Trade Companies by Payment Method, in %, 2015

3.3.5. Malaysia:

- Breakdown of Payment Methods Preferred in Online Shopping, in % of Online Shoppers, June 2016
- Top 5 Reasons Preventing Consumers from Conducting Certain Banking Activities via Mobile, in % of Internet Users, March 2016

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