

According to the global [Mobile Payment Market](#) report published by Value Market Research, the market is expected to touch USD 2061.4 BN by 2024, with a CAGR of 15% growing from USD 775 BN (by revenue) in 2017. This is a tailored made research report providing informative data and various critical aspects of the market such as market outlook, market share, growth, and trends. Further, the report also offers evidence-based information that helps to transform clients business and achieve their business goals. Moreover, the report also highlights the key strategy of top players. Additionally, this report covers a wide spectrum of services such as the latest technology trend, market opportunity analysis, and competitive landscape.

The report also covers detailed competitive landscape including company profiles of key players operating in the global market. The key players in the mobile payment market includes Bharti Airtel Limited, Cachet Financial Solutions, Eserve Global, FIS Global, Gemalto N.V (Thales Group), Google, Inc., Mahindra Comviva, Mastercard Incorporated, Monitise Plc., Moremagic Solutions, Orange S.A., Paypal (Ebay, Inc.), Visa, Inc. and Vodafone Group Plc. An in-depth view of the competitive outlook includes future capacities, key mergers & acquisitions, financial overview, partnerships, collaborations, new product launches, new product developments and other developments with information in terms of H.Q.

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Market Dynamics

Rising penetration of smart phones coupled with growing demand of safer, user friendly, hassle free and quicker payment procedure is driving the market growth. Rising adoption of IoT and increasing count of tech savvy population is further boosting market growth. In addition to this, shift in customer preference for cashless transactions is again spurring the market growth. However, rising concern for data privacy and increasing cases of data bridging are likely to hamper the market growth.

This detailed market study is centered on the data obtained from multiple sources and is analyzed using numerous tools including porter's five forces analysis, market attractiveness analysis and value chain analysis. These tools are employed to gain insights of the potential value of the market facilitating the business strategists with the latest growth opportunities. Additionally, these tools also provide a detailed analysis of each application/product segment in the global market of mobile payment.

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Market Segmentation

The broad mobile payment market has been sub-grouped into type and end-user. The report studies these subsets with respect to the geographical segmentation. The strategists can gain a detailed insight and devise appropriate strategies to target specific market. This detail will lead to a focused approach leading to identification of better opportunities.

By Type

- Proximity Payment

- Near Field Communication {NFC}
- Smart Cards
- QR Code
- Remote Payment
- SMS
- USSD/STK
- Mobile Wallet
- WAP
- Virtual Prepaid Cards
- Others
- Mobile Point Of Sales {mPOS}

By End-User

- Banking & Financial Sector
- IT & Telecommunication
- Retail
- Life Science {Healthcare}
- Government Service
- Media & Entertainment
- Travel & Hospitality
- Transportation & Logistics
- Others

Regional Analysis

Furthermore, the report comprises of the geographical segmentation, which mainly focuses on current and forecast demand for mobile payment in North America, Europe, Asia Pacific, Latin America, and Middle East & Africa. The report further focuses on demand for individual application segments in all the regions.

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About Us:

Value Market Research was established with the vision to ease decision making and empower the strategists by providing them with holistic market information.

We facilitate clients with syndicate research reports and customized research reports on 25+ industries with global as well as regional coverage.

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