

Global Mobile Payments Market 2016 - 2020



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Global Mobile Payments Market is Expected to Grow at a CAGR rate of 36.26% till 2020. NOVONOUS estimates that Global Mobile Payments market will grow at a CAGR of 36.26% by 2020. This growth is mainly due to increasing penetration of Mobile Payments in various sectors, increase in analytics services and availability of affordable Mobile Payments solution and services to end users.

The Global mobile payment Industry is emerging as one of the most diverse, competitive and technologically complex market in the recent years. Currently the Global Mobile Payments market includes POS Devices Companies, Processor Companies, Network Companies, Issuer Companies, Applications Companies and Devices Companies. World leaders in these 6 different verticals are focusing on dominating the highly lucrative mobile payments market.

This research found that dominance of cash end-points, rudimentary commercial infrastructure, awareness and nascent regulatory framework have been the main threats for new entrants in the Mobile Payments space.

The main growth drivers accelerating the growth of the Mobile Payments industry are lower cost, quick transactions, high consumer reach, ease of payment and rising smartphone penetration levels.

In terms of geographies, Asia Pacific Mobile Payments Market controls the largest market share in terms of revenue in Global Mobile Payments market. As per NOVONOUS estimates, **Asia Pacific Mobile Payments market is expected to grow at a CAGR of 37.08% till 2020** and maintain it's market leader position even in 2020.

North America Mobile Payments Market controls the second largest market share in terms of revenue in Global Mobile Payments market. As per NOVONOUS estimates, **North America Mobile Payments market is expected to grow at a CAGR of 35.10% till 2020** and maintain it's market position even in 2020.

Europe Mobile Payments Market controls the third largest market share in terms of revenue in Global Mobile Payments market. As per NOVONOUS estimates, **Europe Mobile Payments market is expected to register second largest growth rate of 34.18% till 2020** and maintain it's market position even in 2020.

As per NOVONOUS estimates, **Middle East & Africa Mobile Payments market which currently has the smallest market share in terms of revenue in Global Mobile Payments market is expected to register growth rate of 36.26% till 2020.**

Spanning over 148 pages and 127 exhibits, "Global Mobile Payments Market 2016-2020" report

presents an in-depth assessment of the Global Mobile Payments market from 2016 till 2020.

The report has detailed company profiles including their position in mobile payments market value chain, financial performance analysis, product and service wise business strategy, SWOT analysis and key customer details for 13 key players in Global Mobile Payments market namely Alipay, Amazon Payments Inc., Android Pay, Apple Pay, MasterCard PayPass, Visa payWave, Google Wallet, SmartPay, PayPal Holdings Inc., bPay, Paytm (One97), FreeCharge and MobiKwik.

Scope of Global Mobile Payments Market 2015 - 2020 report:

- This report provides detailed information about Global mobile payments market including future market forecasts.
- This report identifies the need for focusing on mobile payments sector.
- This report provides detailed information on growth forecasts for overall Global mobile payments market up to 2020.
- This report provides detailed information on technology wise (like proximity payments (NFC)) growth forecasts for global mobile payments market up to 2020.
- This report provides detailed information on geography wise (Asia pacific, Africa & middle east, Europe, south America and North America) growth forecasts for global mobile payments market up to 2020.
- The report identifies the growth drivers and inhibitors for global mobile payments market.
- This study also identifies various policies related to global mobile payments market.
- The report identifies various credit, policy and technical risks associated with global mobile payments market.
- This report has detailed profiles 13 key players in Global mobile payments market covering their business strategy, financial performance, future forecasts and SWOT analysis.
- This report covers in details the competitive landscape in Global mobile payments market.
- This report identifies key industry bodies and associations and their role in Global mobile payments market.
- This report provides PESTLE (political, economic, social, technological, legal and environmental) analysis for Global mobile payments market.
- This report provides Porter's Five Forces analysis for Global mobile payments market.
- This report provides SWOT (strengths, weakness, opportunities and threats) analysis for Global mobile payments market.
- This report identifies the key challenges faced by new players in Global mobile payments market.
- This report provides future trends and opportunities for Global mobile payments market.
- This report also provides strategic recommendations for policy makers, end users, service providers and investors.

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