

Mobile Money: Mobile Payments, Mobile Remittance, Mobile Banking & Mobile Commerce Market - Advanced Technologies, Value Chain, Worldwide Market Forecasts & Analysis (2013 – 2018)

Description: "The growth in mobile telecommunication services and ubiquitous availability of mobile phones are creating unexplored business opportunities not only for the mobile operators, but to a range of other industry participants. Mobile phones are known to transfer information, where as Mobile money enables it to transfer cash from one entity to another, it acts as an alternate payment method to transfer cash/ credit/ check and make financial transactions with the mobile phone. The success of M-PESA, which was launched in 2007 in Kenya and other African regions, has made the operators to focus on this market.

The mobile money ecosystem comprises of telecom operators, mobile money platform providers, financial institutions, regulators, payment processors and money transfer agents. The market is benefiting exponential growth due to various factors such as availability of mobile phones and considerable rate of people have a little or no access to banks in underdeveloped regions. The mobile operators who are looking for an opportunity and the financial institutions who are aiming for the financial inclusion compliment the growth of this market.

The research report on the mobile money market is aimed at exploring the current and future growth potential of mobile money in terms of mobile payments and remittances, mobile banking and mobile commerce over the period of 2013 – 2018. It discusses in detail about its ecosystem, value chain, key drivers, restraints and the opportunities available in this segment and also about the deployment technologies and regulatory trends.

This report by MarketsandMarkets is the first to analyze the revenue opportunity in mobile money across all the participants in the mobile money ecosystem. We have estimated the total mobile payments in terms of transaction value, forecast of total mobile money users and how many of them will be active users of mobile money over the period 2013 – 2018. The report also provides a split among different business verticals such as Banking and Financial services, Telecommunications, Media & Entertainment, Hospitality, Consumer goods and Retail and other allied segments across geographies.

The revenue opportunity in the mobile money market is forecasted based on the transaction mode (NFC/ Smart cards, Direct operator billing, Mobile Web / WAP, SMS and others), based on payment location (Remote payments, Proximity payments), Based on nature of Payments (Person to Person (P2P), Person to Business (P2B), Business to Person (B2P), Business to Business (B2B) and based on type of purchases (Air time transfers & Top Ups, Money Transfers and Mobile Payments, Merchandise & coupons, Travel Ticketing & Food, Digital products purchases). All these forecasts are segmented based on major geographies such as North America, Europe, Asia-Pacific, Middle-East & Africa and Latin America. It also highlights the key industry players in this market, along with a detailed competitive landscape.

MarketsandMarkets have also profiled leading players of this industry with their recent developments and other strategic industry activities. Key players profiled include Aepona, Comviva, C-SAM, Don River, eServ Global Ltd, Gemalto, Google, LUUP, MasterCard, mFoundry, Monitise, Moremagic, Obopay, PayPal, Sybase, UTIBA, Vesta, Visa Inc, XIUS and Yellow Pepper. A competitive landscape which discusses about the recent mergers & acquisitions, joint ventures and collaborations and venture capital trends are also mentioned in the report.

Scope of the Report

As mentioned this is the first report to present the revenue opportunity in the Mobile Money market. This research report categorizes the global market for forecasting the revenues and analyzing the trends in each of the following sub-markets:

Mobile Payments (Transaction Values) based on business verticals :

- By Banking and Financial services

- By Telecommunications
- By Media & entertainment
- By Hospitality
- By Consumer goods & Retail
- By Other business verticals
- Mobile Money Revenues –

On the basis of Transaction modes

- By NFC / Smartcards
- By Direct mobile billing
- By Mobile web / WAP
- By SMS
- By STK / USSD
- By Other transaction modes

On the basis of Nature of Payments:

- By Person to Person (P2P)
- By Person to Business (P2B)
- By Business to Person (B2P)
- By Business to Business (B2B)

On the basis of Location

- By Remote Payments
- By Proximity Payments

On the basis of Types of Purchases

- By Air time transfer & Top up
- By Money Transfer & Payments
- By Merchandise & Coupons
- By Travel ticketing & Food
- By Digital Products

And all these above segments are classified under five major geographies such as

On the basis of geography

- North America (NA)
- Europe (EU)
- Middle-East Africa (MEA)
- Asia-Pacific (APAC)
- Latin America (LA)

This report provides 114 market tables and 65 figures covering all sub-segments and micro-markets."

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