

Uganda Mobile Money Market Report by Technology (USSD, Mobile Wallets, and Others), Business Model (Mobile Led Model, Bank Led Model), Transaction Type (Peer to Peer, Bill Payments, Airtime Top-ups, and Others), and Region 2024-2032

Market Report | 2024-03-02 | 120 pages | IMARC Group

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Report description:

The Uganda mobile money market size reached US\$ 104.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 960.1 Billion by 2032, exhibiting a growth rate (CAGR) of 27.1% during 2024-2032.

Mobile money allows subscribers to transfer money and make payments for services and products via mobile phones. Mobile money is gaining popularity in Uganda as they offer enhanced security features and convenience to users.

Mobile money adoption is growing at a strong pace in Uganda. In an underdeveloped financial infrastructure in the country with a large number of people having no formal bank account, the mobile money market in Uganda leverages the ubiquity of mobile phones and the convenience offered by the service to the consumers. Mobile money facilitates faster money transfer, safe and secure transaction, affordability and cross border money transfer. Increasing internet penetration in the country has also supported the growth of the market. Mobile money in Uganda has overtaken cash pick-up and bank deposits as the favored method to receive money. Moreover, increasing awareness, urbanization and ever-changing technology has further encouraged the adoption of mobile money services in the country. The ease of using an application on mobile phones for making a transaction have made people familiar with the innovations, thereby fueling the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Uganda mobile money market report, along with forecasts for the period 2024-2032. Our report has categorized the market based on technology, business model and transaction type.

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Breakup by Technology:

USSD

Mobile Wallets

Others

Currently, USSD holds majority of the market share in the Uganda mobile money market.

Breakup by Business Model:

Mobile Led Model

Bank Led Model

Currently, mobile led model holds the largest share in the Uganda mobile money market.

Breakup by Transaction Type:

Peer to Peer

Bill Payments

Airtime Top-ups

Others

Currently, peer to peer transaction type holds the highest share in the market.

Competitive Landscape:

The report has also examined the competitive landscape of the market and provides the profiles of the key players operating in the industry. Some of the key players include:

MTN Group Limited (MTN Uganda)

Bharti Airtel Limited

Key Questions Answered in This Report

1. How big is the Uganda mobile money market?
2. What is the expected growth rate of the Uganda mobile money market during 2024-2032?
3. What are the key factors driving the Uganda mobile money market?
4. What has been the impact of COVID-19 on the Uganda mobile money market?
5. What is the breakup of the Uganda mobile money market based on the technology?
6. What is the breakup of the Uganda mobile money market based on the business model?
7. What is the breakup of the Uganda mobile money market based on the transaction type?
8. Who are the key players/companies in the Uganda mobile money market?

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