

**Mobile Money Market By Payment Type (Remote Payment, Proximity Payment), By Nature of Payment (Person to Person (P2P), Person to Business (P2B), Business to Person (B2P), Business to Business (B2B)), By Application (Money Transfers, Bill Payments, Airtime Transfers and Top-Ups, Travel and Ticketing, Merchandise and Coupons): Global Opportunity Analysis and Industry Forecast, 2023-2032**

Market Report | 2023-08-01 | 256 pages | Allied Market Research

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**Report description:**

Mobile money refers to electronic transactions that facilitate the transfer of funds or the exchange of monetary value between individuals, businesses, or entities. It encompasses various methods such as online payments, mobile payments, contactless payments, and digital wallets. These transactions are conducted through digital platforms, leveraging technologies such as mobile devices, internet connectivity, and secure payment gateways. Mobile money offers convenience, speed, and security, eliminating the need for physical cash or traditional payment instruments. They enable seamless financial transactions across different channels, including e-commerce, retail, peer-to-peer transfers, and bill payments.□

Increase in the use of digital payment-based business models and increase in the efficiency of mobile money transactions is boosting the growth of the global mobile money market. In addition, increase in adoption of mobile POS is positively impacts growth of the mobile money market. However, security issues and privacy concerns and lack of accessibility is hampering the mobile money market growth. On the contrary, rise in government initiatives and regulatory support is expected to offer remunerative opportunities for expansion of the mobile money market during the forecast period.□

The mobile money market is segmented on the basis of transaction mode, payment type, nature of payment, application, and region. On the basis of transaction mode, the market is categorized into point of sale, mobile apps, and QR code. On the basis of payment type, the market is fragmented into remote payment, and proximity payment. On the basis of the nature of payment, the market is classified into person-to-person (P2P), person-to-business(P2B), business-to-person(B2P), and business-to-business(B2B). By application, it is classified into money transfers, bill payments, airtime transfers & top-ups, travel &

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ticketing, and merchandise & coupons. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.[]  
The key players that operate in the mobile money market are Apple Inc., Amazon Inc, Alipay, Fiserv Inc, global payments inc., Google Inc, Mastercard Inc., Orange, PayPal, and Vodafone Group. These players have adopted various strategies to increase their market penetration and strengthen their position in the industry.[]

#### Key Benefits For Stakeholders

The study provides an in-depth analysis of the global mobile money market forecast along with the current and future trends to explain the imminent investment pockets.[]

Information about key drivers, restraints, and opportunities and their impact analysis on global mobile money market trends is provided in the report.[]

The Porter's five forces analysis illustrates the potency of the buyers and suppliers operating in the industry.[]

The quantitative analysis of the market from 2023 to 2032 is provided to determine the market potential.[]

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- Product Life Cycles
- Market share analysis of players by products/segments
- Regulatory Guidelines
- Key player details (including location, contact details, supplier/vendor network etc. in excel format)
- Market share analysis of players at global/region/country level
- SWOT Analysis

#### Key Market Segments

##### By Payment Type

- Remote Payment
- Proximity Payment

##### By Nature of Payment

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

##### By Application

- Money Transfers
- Bill Payments
- Airtime Transfers and Top-Ups
- Travel and Ticketing
- Merchandise and Coupons

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## By Region

- North America
- U.S.
- Canada
- Europe
- UK
- Germany
- France
- Italy
- Spain
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia
- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- PayPal
- Mastercard Inc.
- Fiserv Inc
- Apple Inc.
- Amazon
- Vodafone Group
- Google Inc.
- Orange
- Alipay
- Global Payments Inc.

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