

Europe Mobile Payment Market Report and Forecast 2025-2034

Market Report | 2025-05-28 | 130 pages | EMR Inc.

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Report description:

The Europe mobile payment market size is projected to grow at a CAGR of 20.40% between 2025 and 2034. The market is being aided by the expansion of the e-commerce sector in the region.

The European Payments Initiative (EPI) introduced a pilot project, which facilitates instant money transfer between individuals digitally. In response to the rising predominance of the US dollar, this project was implemented, firstly in Germany and France. The commercial launch of this system is anticipated in many European countries (including Belgium) in 2024. Moreover, with the acquisition of Currence iDEAL (based in the Netherlands) and Payconiq International (PQI), the system is expected to receive substantial technological expertise. This is expected to drive the switch towards digital payments across Europe, which can lead to the Europe mobile payment market expansion.

The expansion of the e-commerce sector in Europe has emerged as one of the key Europe mobile payment market trends. An increasing number of consumers are shifting towards the usage of their smartphones for placing orders and tracking their delivery status. Over 60% of mobile phone users in Europe are expected to rely on digital wallets for purchasing goods online.

The increased convenience and safety associated with mobile payments are accelerating the adoption of mobile payments, where over 80% of people actively use the internet. The simplification of a user interface for making mobile payments is increasing its appeal among the older generations, which is further expected to propel the market growth.

Market Segmentation

Europe Mobile Payment Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market Breakup by Technology:

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- Direct Mobile Billing
- Near Field Communication
- Mobile Web Payment
- SMS
- Mobile Application
- Others

Market Breakup by Payment Type:

- B2B
- B2C
- B2G

Market Breakup by Location:

- Remote Payment
- Proximity Payment

Market Breakup by End Use:

- BFSI
- Healthcare
- IT and Telecom
- Media and Entertainment
- Retail and E-Commerce
- Transportation
- Others

Market Breakup by Country:

- Germany
- United Kingdom
- France
- Italy
- Others

The key Europe mobile payment market players are Alphabet Inc., Samsung Electronics Co. Ltd., Amazon.com Inc., PayPal Holdings Inc., Apple Inc., Block, Inc., Elavon Inc. (Opayo), Stripe Inc., MoneyGram International, Inc., Visa Inc., and Mastercard Inc., among others.

Table of Contents:

- 1 Executive Summary
- 1.1 Market Size 2024-2025
- 1.2 Market Growth 2025(F)-2034(F)
- 1.3 Key Demand Drivers

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- 1.4 Key Players and Competitive Structure
- 1.5 Industry Best Practices
- 1.6 Recent Trends and Developments
- 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Countries
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth
 - 3.3 Inflation Trends
 - 3.4 Democracy Index
 - 3.5 Gross Public Debt Ratios
 - 3.6 Balance of Payment (BoP) Position
 - 3.7 Population Outlook
 - 3.8 Urbanisation Trends
- 4 Country Risk Profiles
 - 4.1 Country Risk
 - 4.2 Business Climate
- 5 Global Mobile Payment Market Overview
 - 5.1 Key Industry Highlights
 - 5.2 Global Mobile Payment Historical Market (2018-2024)
 - 5.3 Global Mobile Payment Market Forecast (2025-2034)
 - 5.4 Global Mobile Payment Market Share by Region
 - 5.4.1 North America
 - 5.4.2 Europe
 - 5.4.3 Asia Pacific
 - 5.4.4 Latin America
 - 5.4.5 Middle East and Africa
- 6 Europe Mobile Payment Market Overview
 - 6.1 Key Industry Highlights
 - 6.2 Europe Mobile Payment Historical Market (2018-2024)
 - 6.3 Europe Mobile Payment Market Forecast (2025-2034)
- 7 Europe Mobile Payment Market by Technology
 - 7.1 Direct Mobile Billing
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
 - 7.2 Near Field Communication
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)
 - 7.3 Mobile Web Payment
 - 7.3.1 Historical Trend (2018-2024)

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- 7.3.2 Forecast Trend (2025-2034)
- 7.4 SMS
 - 7.4.1 Historical Trend (2018-2024)
 - 7.4.2 Forecast Trend (2025-2034)
- 7.5 Mobile Application
 - 7.5.1 Historical Trend (2018-2024)
 - 7.5.2 Forecast Trend (2025-2034)
- 7.6 Others
- 8 Europe Mobile Payment Market by Payment Type
 - 8.1 B2B
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 B2C
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
 - 8.3 B2G
 - 8.3.1 Historical Trend (2018-2024)
 - 8.3.2 Forecast Trend (2025-2034)
- 9 Europe Mobile Payment Market by Location
 - 9.1 Remote Payment
 - 9.1.1 Historical Trend (2018-2024)
 - 9.1.2 Forecast Trend (2025-2034)
 - 9.2 Proximity Payment
 - 9.2.1 Historical Trend (2018-2024)
 - 9.2.2 Forecast Trend (2025-2034)
- 10 Europe Mobile Payment Market by End Use
 - 10.1 BFSI
 - 10.1.1 Historical Trend (2018-2024)
 - 10.1.2 Forecast Trend (2025-2034)
 - 10.2 Healthcare
 - 10.2.1 Historical Trend (2018-2024)
 - 10.2.2 Forecast Trend (2025-2034)
 - 10.3 IT and Telecom
 - 10.3.1 Historical Trend (2018-2024)
 - 10.3.2 Forecast Trend (2025-2034)
 - 10.4 Media and Entertainment
 - 10.4.1 Historical Trend (2018-2024)
 - 10.4.2 Forecast Trend (2025-2034)
 - 10.5 Retail and E-Commerce
 - 10.5.1 Historical Trend (2018-2024)
 - 10.5.2 Forecast Trend (2025-2034)
 - 10.6 Transportation
 - 10.6.1 Historical Trend (2018-2024)
 - 10.6.2 Forecast Trend (2025-2034)
 - 10.7 Others
- 11 Europe Mobile Payment Market by Country
 - 11.1 Germany

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- 11.1.1 Historical Trend (2018-2024)
- 11.1.2 Forecast Trend (2025-2034)
- 11.2 United Kingdom
 - 11.2.1 Historical Trend (2018-2024)
 - 11.2.2 Forecast Trend (2025-2034)
- 11.3 France
 - 11.3.1 Historical Trend (2018-2024)
 - 11.3.2 Forecast Trend (2025-2034)
- 11.4 Italy
 - 11.4.1 Historical Trend (2018-2024)
 - 11.4.2 Forecast Trend (2025-2034)
- 11.5 Others
- 12 Market Dynamics
 - 12.1 SWOT Analysis
 - 12.1.1 Strengths
 - 12.1.2 Weaknesses
 - 12.1.3 Opportunities
 - 12.1.4 Threats
 - 12.2 Porter's Five Forces Analysis
 - 12.2.1 Supplier's Power
 - 12.2.2 Buyer's Power
 - 12.2.3 Threat of New Entrants
 - 12.2.4 Degree of Rivalry
 - 12.2.5 Threat of Substitutes
 - 12.3 Key Indicators of Demand
 - 12.4 Key Indicators of Price
- 13 Competitive Landscape
 - 13.1 Supplier Selection
 - 13.2 Key Global Players
 - 13.3 Key Regional Players
 - 13.4 Key Player Strategies
 - 13.5 Company Profiles
 - 13.5.1 Alphabet Inc.
 - 13.5.1.1 Company Overview
 - 13.5.1.2 Product Portfolio
 - 13.5.1.3 Demographic Reach and Achievements
 - 13.5.1.4 Certifications
 - 13.5.2 Samsung Electronics Co. Ltd.
 - 13.5.2.1 Company Overview
 - 13.5.2.2 Product Portfolio
 - 13.5.2.3 Demographic Reach and Achievements
 - 13.5.2.4 Certifications
 - 13.5.3 Amazon.com Inc.
 - 13.5.3.1 Company Overview
 - 13.5.3.2 Product Portfolio
 - 13.5.3.3 Demographic Reach and Achievements
 - 13.5.3.4 Certifications

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- 13.5.4 PayPal Holdings Inc.
 - 13.5.4.1 Company Overview
 - 13.5.4.2 Product Portfolio
 - 13.5.4.3 Demographic Reach and Achievements
 - 13.5.4.4 Certifications
- 13.5.5 Apple Inc.
 - 13.5.5.1 Company Overview
 - 13.5.5.2 Product Portfolio
 - 13.5.5.3 Demographic Reach and Achievements
 - 13.5.5.4 Certifications
- 13.5.6 Block, Inc.
 - 13.5.6.1 Company Overview
 - 13.5.6.2 Product Portfolio
 - 13.5.6.3 Demographic Reach and Achievements
 - 13.5.6.4 Certifications
- 13.5.7 Elavon Inc. (Opayo)
 - 13.5.7.1 Company Overview
 - 13.5.7.2 Product Portfolio
 - 13.5.7.3 Demographic Reach and Achievements
 - 13.5.7.4 Certifications
- 13.5.8 Stripe Inc.
 - 13.5.8.1 Company Overview
 - 13.5.8.2 Product Portfolio
 - 13.5.8.3 Demographic Reach and Achievements
 - 13.5.8.4 Certifications
- 13.5.9 MoneyGram International, Inc.
 - 13.5.9.1 Company Overview
 - 13.5.9.2 Product Portfolio
 - 13.5.9.3 Demographic Reach and Achievements
 - 13.5.9.4 Certifications
- 13.5.10 Visa Inc.
 - 13.5.10.1 Company Overview
 - 13.5.10.2 Product Portfolio
 - 13.5.10.3 Demographic Reach and Achievements
 - 13.5.10.4 Certifications
- 13.5.11 Mastercard Inc.
 - 13.5.11.1 Company Overview
 - 13.5.11.2 Product Portfolio
 - 13.5.11.3 Demographic Reach and Achievements
 - 13.5.11.4 Certifications
- 13.5.12 Others

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