

MOBILE MONEY

29%

of smartphone owners say they are likely to use mobile payment apps over the next 90 days

35%

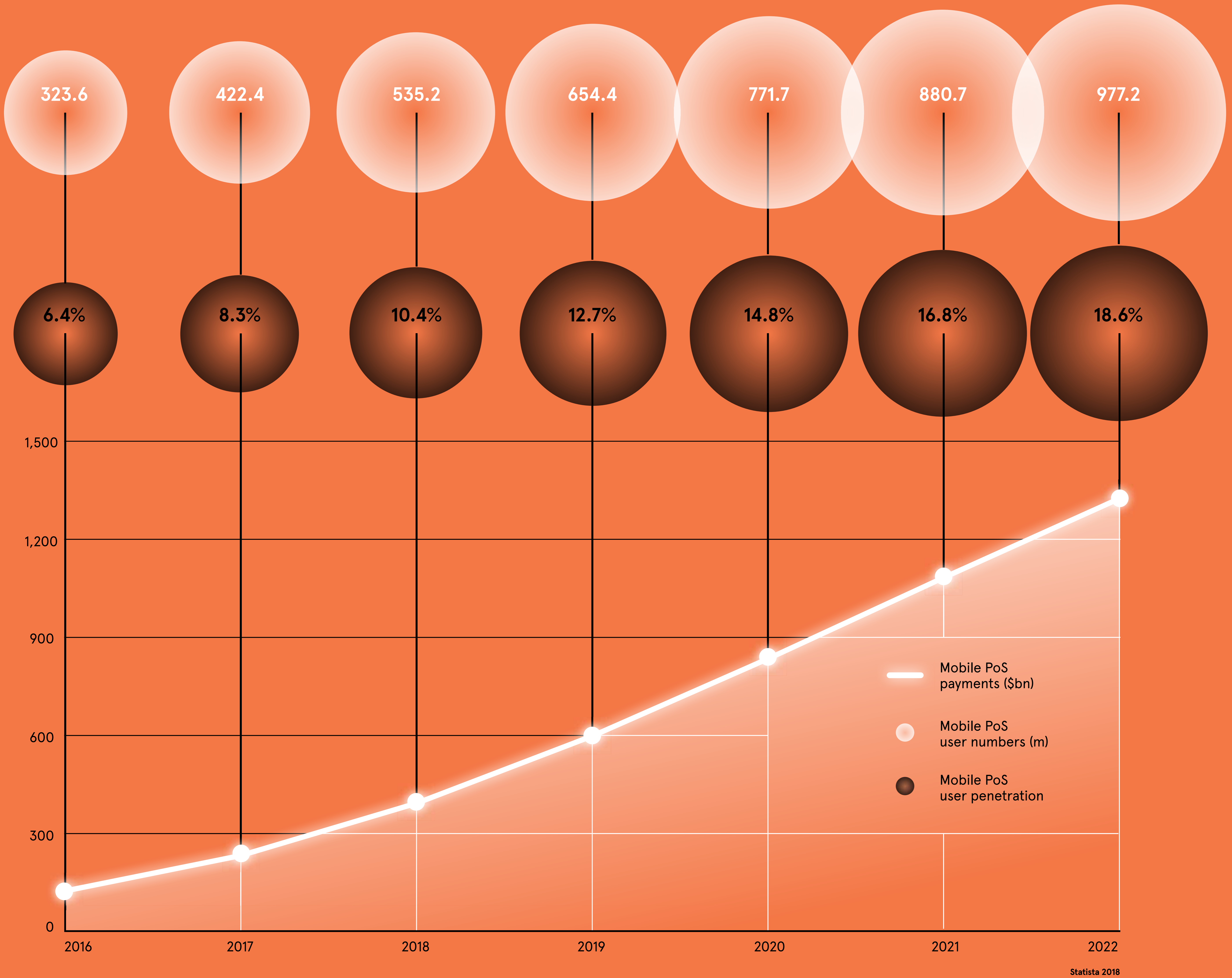
say the ability to receive discounted offers on products and services via a mobile wallet would encourage more usage

The battle for digital wallet supremacy is hotting up between tech giants as consumer take-up surges. But while the market continues to grow, especially in countries such as the United States and China, there are still barriers standing in the way of adoption

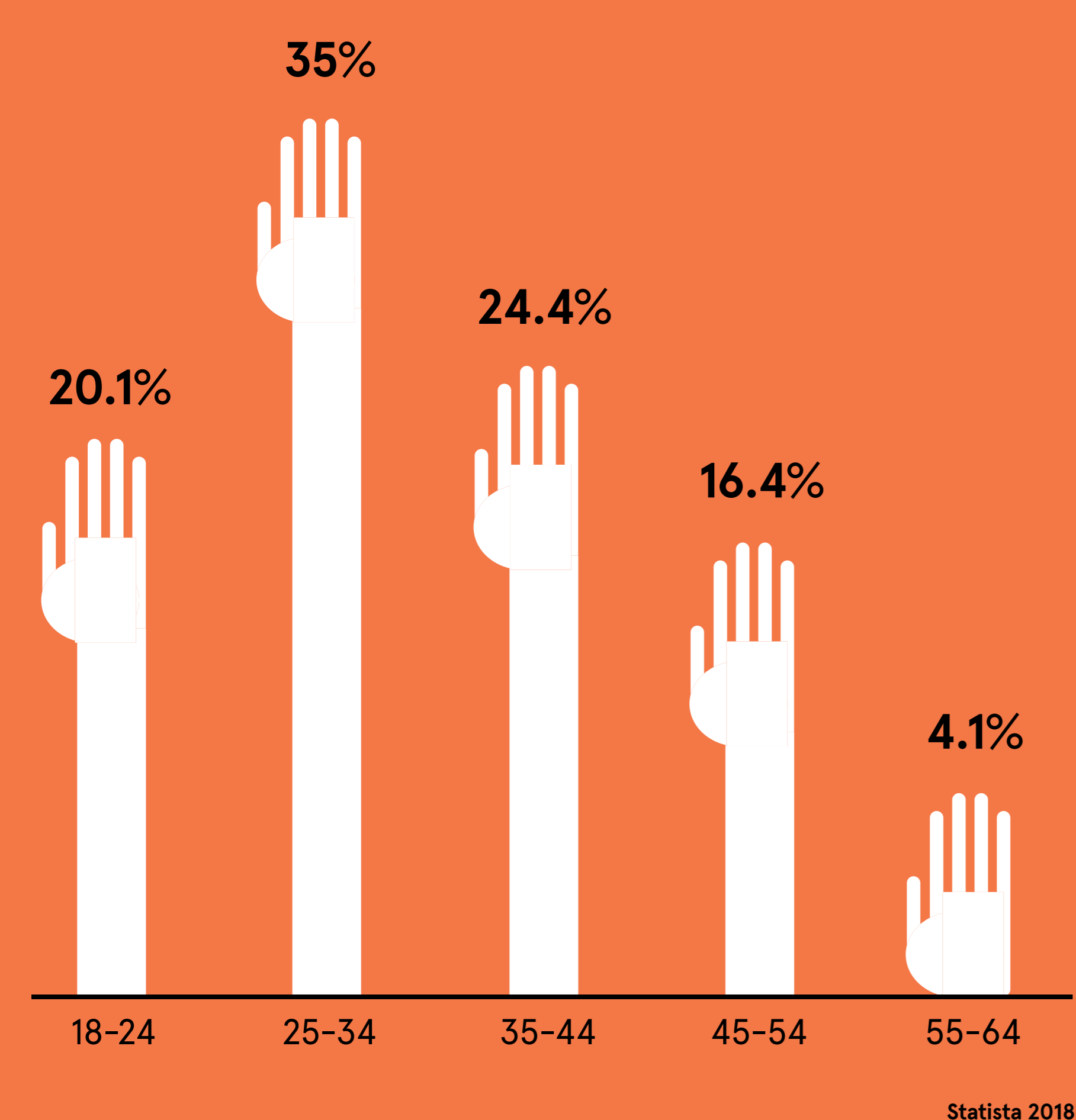
451 Research 2017

Mobile wallet growth

Predictions for global mobile point-of-sale (PoS) payments and user numbers/penetration

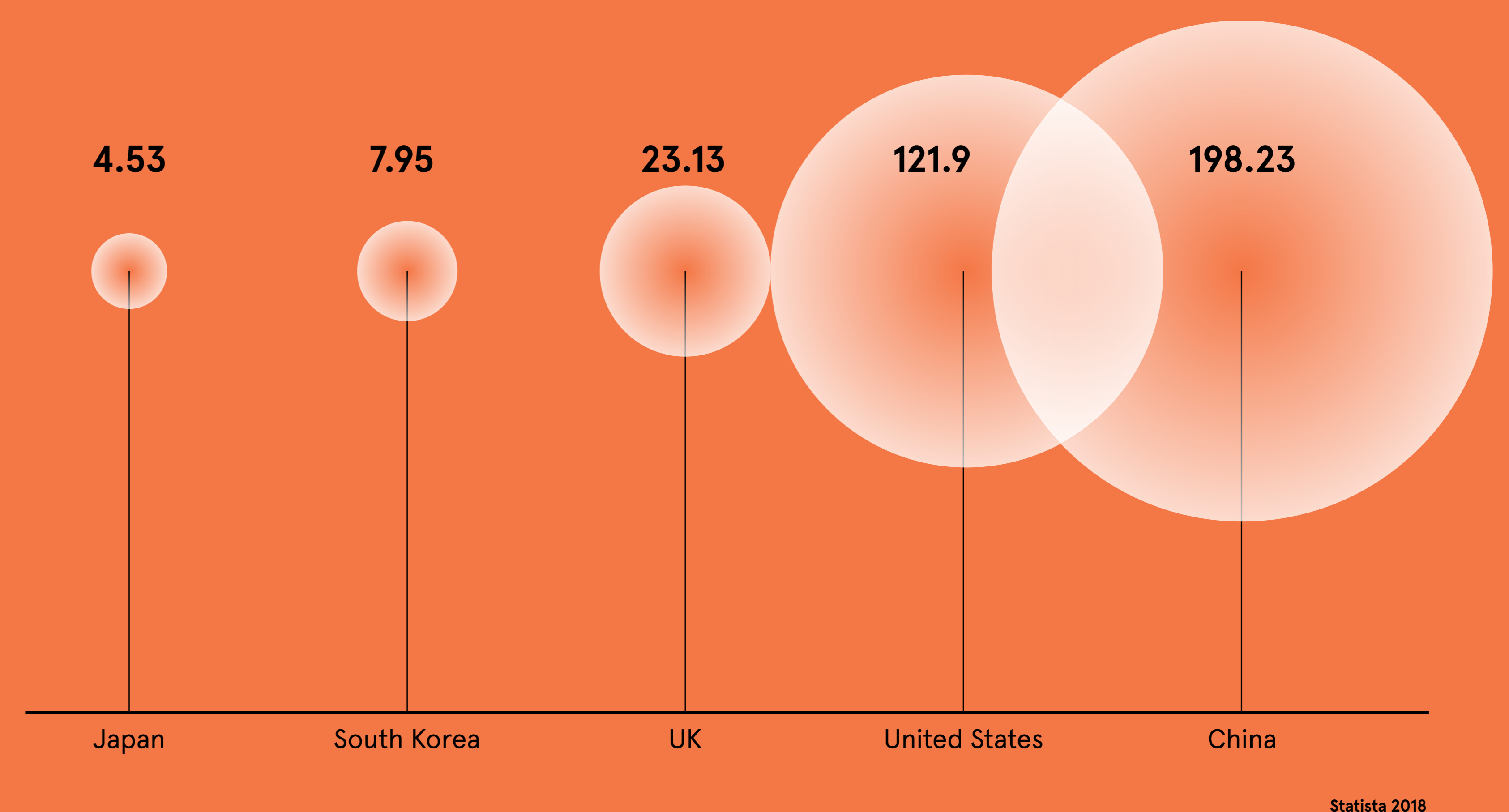


Age breakdown of mobile wallet users



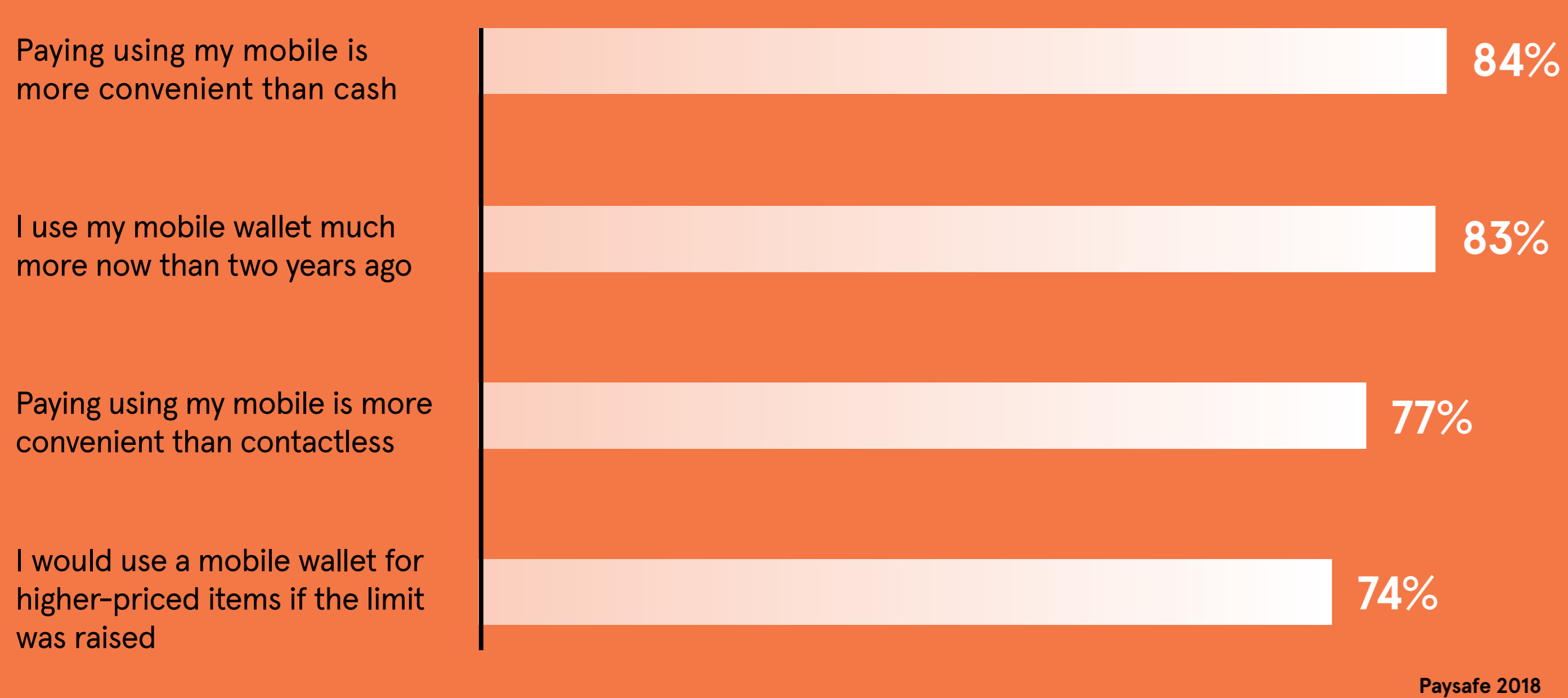
Top markets for mobile wallet transactions

Mobile point-of-sale payments (\$bn)



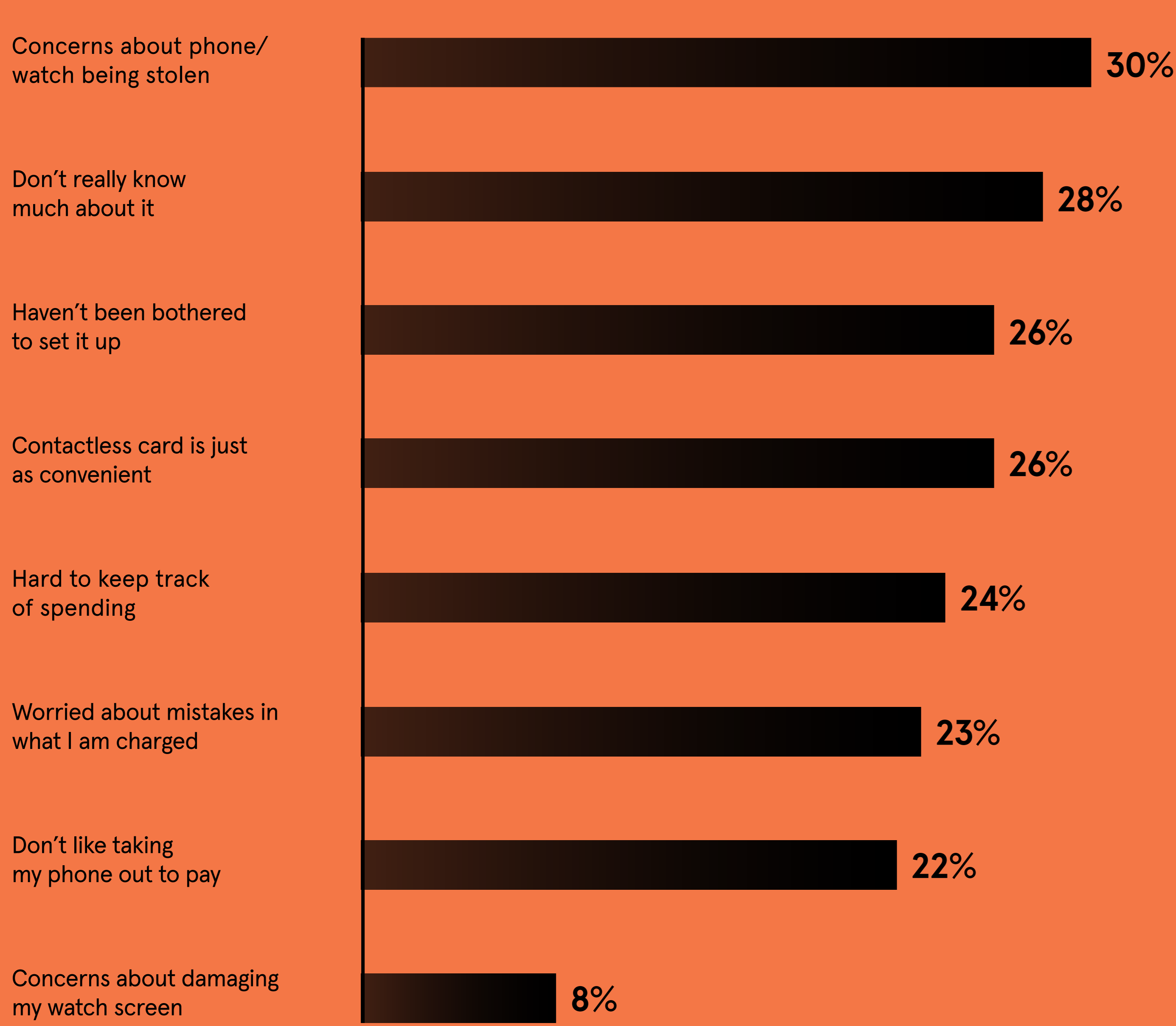
Mobile wallet adoption

Percentage of mobile wallet adopters who agree with the following



Top barriers to paying using a mobile wallet

Percentage of consumers not using mobile wallets who agree with the following



Battle for mobile wallets

Number of users of Apple, Samsung and Google contactless payments (millions)

