

Mobile Coupons 2017 Global Market Expected to Grow at CAGR Of 73.14% and Forecast To 2021

Wiseguyreports.Com Publish New Market Research Report On-"Mobile Coupons 2017 Global Market Expected to Grow at CAGR Of 73.14% and Forecast To 2021".

PUNE, INDIA, March 21, 2017 /
EINPresswire.com/ --

[Mobile Coupons Market](#) 2017

The analysts forecast the global mobile coupons market to grow at a CAGR of 73.14% during the period 2016-2020.

About Mobile Coupons

A mobile coupon refers to the electronic ticket that is solicited or delivered by the cell phone that can be exchanged for a financial discount or rebate while making a purchase of a product or service. Generally, the coupons are issued by the manufacturers of customer packed goods and services. Mobile coupons are basically issued by the manufacturers of customer packed goods and services. The mobile coupons are known as the electronic tickets that are delivered by smartphones. These mobile coupons can be exchanged when customers get rebate during the purchase of a product or a service.

Covered in this report

The report covers the present scenario and the growth prospects of the global mobile coupons market for 2016-2020. To calculate the market size, the report considers the revenue generated from mobile coupons in the Americas, APAC, and EMEA.

The market is divided into the following segments based on geography:

- Americas
- APAC



- EMEA

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The report, Global Mobile Coupons Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- Apple
- Google
- PayPal
- Visa

Other prominent vendors

- Bharti Airtel
- Alipay
- American Express
- Citrus Payment Solutions
- Dwolla
- First Data
- LevelUp
- LivQuik
- MasterCard
- MCX
- MobiKwik
- m-pesa

Market driver

- Growth in smartphone and Internet users.
- For a full, detailed list, view our report

Market challenge

- Lack of awareness and slow adoption of mobile payments in developing countries.
- For a full, detailed list, view our report

Market trend

- Leverage social media channels for better customer connectivity and market penetration.
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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- Distribution channel remains non-targeted
- Infrastructure inadequacies
- Lack of awareness and slow adoption of mobile payments in developing countries

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- Leverage social media channels for better customer connectivity and market penetration
- Tapping different market segment
- Digitized coupons heavily funded through digital platforms

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