

Mobile Banking Market Synopsis, Key Findings, Leading Players Analysis and Forecast to 2023

Mobile Banking Market, By Solution (Customer Management, Mobile Banking Features, Mobile Payment Features), By Technology, By Deployment, - Global Forecast 2023

PUNE, MAHARASHTRA, INDIA, May 19, 2017 /EINPresswire.com/ -- Market Highlights
Regional analysis for Mobile Banking Market is studied in different geographic regions such as North- America, Europe, Asia-Pacific and Rest of the World. North America is expected to acquire the major market share due to increasing mobile banking offers discounts to customers on purchase of interests from banking products to cars, gold loan and home loan. Purchasing loans at low interest rates and cost efficiency have led to growth in use of mobile banking in North America. Europe is estimated to be the fastest growing market due to growth in implementation of mobile banking in retail sector. By increasing awareness among the shops for the customers to use mobile banking, banks have provided significant cost savings which has led to increase in demand for the need of mobile banking in Europe.



Market Research Report

Mobile Banking Market Player:

- Temenos Group AG (Switzerland)
- Nymbus Inc. (U.S.)
- Neptune Software PLC (U.K.)
- Strands Inc. (U.S.)
- Capital Banking Solutions (U.S.)
- Dais Software Company (Bulgaria)
- Ebanq B.V (Netherlands)
- Apex Software Ltd. (Kenya)
- Fisa System (U.S.)

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Mobile Banking Market Segmentation

The mobile banking market has been segmented on the basis of solution, technology and deployment. The technology segment consists of wireless application protocol (WAP) and standalone mobile application. The wireless application protocol (WAP) segment is simply same as the internet

banking. Banks provide WAP sites to customers where customers access through the WAP browser on their mobile phones. The customers access through these WAP browsers to carry out transactions through their mobile phone. The wireless application protocol forms an access point to the mobile network.

Market Research Analysis:

There has been tremendous growth in adoption of mobile banking market across the world. For the service providers, mobile banking has become an essential key factor to achieve growth and revolutionize the future banking. Mobile banking has proved to be convenient for the elderly people who cannot visit banks and carry out transactions at any time. Mobile banking helps customers to keep in control their finances and monitor their balances. This factor has led to increase in need of mobile banking in the market.

Regional analysis for mobile banking market is studied in different geographic regions as North America, Europe, Asia-Pacific and Rest of the World. The study reveals that North America has acquired the largest market share in mobile banking market as Canadian banks have adopted mobile banking at a higher rate in order to enhance customer experience and make banking products and services more efficient and productive. Asia-Pacific market leads the way in using mobile banking apps as mobile applications have become an important part of user's life. More and more users are relying on banking apps for carrying out transactions using mobile banking.

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Intended Audience:

- Banks
- Government organizations
- Mobile network operators
- Retail network operators
- Security service providers
- Payment service providers
- Regulators
- Research organizations
- Technology end users

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