

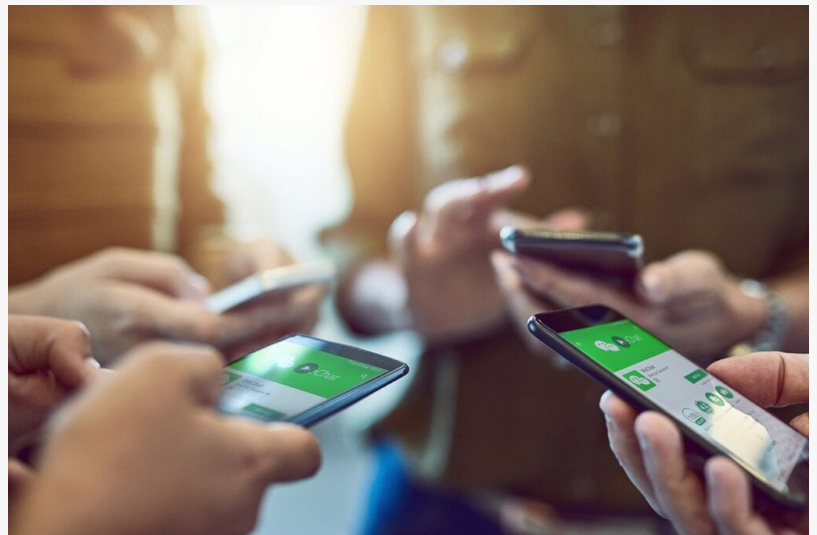
# Europe Mobile Payment Market Report, Future Growth, Segments, Business Strategies and Forecast 2022-2027

*IMARC Group expects the Europe mobile payment market to reach US\$ 1,317 Billion by 2027, exhibiting a CAGR of 25.37% during 2022-2027.*

SHERIDAN, WYOMING, UNITED STATES,  
November 18, 2022 /

EINPresswire.com/ -- According to IMARC Group latest report titled "Europe Mobile Payment Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027", offers a comprehensive analysis of the industry, which comprises insights on [mobile payment market in Europe](#). The

report also includes competitor and regional analysis, and contemporary advancements in the market. The Europe mobile payment market size reached US\$ 337 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 1,317 Billion by 2027, exhibiting a CAGR of 25.37% during 2022-2027.



Europe Mobile Payment Market

Also referred to as e-payment, mobile payment is performed using a [smartphone](#), internet facility, and payment instruments, such as debit or credit cards, gift cards, a bank account, and a [mobile wallet](#). It is facilitated by the availability of point-of-sale (POS) terminals that operate transactions using nearfield communications. Mobile payment is secure, convenient, and easy to use as compared to its traditional counterparts. As a result, this system finds widespread applications across various sectors, such as entertainment, energy and utilities, healthcare, retail, hospitality, transportation, etc.

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As the novel coronavirus (COVID-19) crisis takes over the world, we are continuously tracking the changes in the markets, as well as the purchase behaviours of the consumers globally and our

estimates about the latest market trends and forecasts are being done after considering the impact of this pandemic.

#### Market Trends:

The escalating penetration of the internet and the increasing number of tech-savvy consumers are among the primary factors driving the Europe mobile payment market. Besides this, the expanding e-commerce sector across the region is further augmenting the market growth. Moreover, the growing popularity of mobile payment solutions in small and medium-sized enterprises (SMEs) to track consumer buying behavior is also catalyzing the market across Europe. Apart from this, the utilization of tokenization in combination with biometric identification features by the leading players to provide a more secure experience and the rising awareness among the masses toward the enhanced safety associated with the use of these transactions are acting as significant growth-inducing factors. In addition, the integration of these applications with passcodes and/or authentication methods secures the pay gateway and personal details in an efficient manner that minimizes the chances of security theft or fraud, which is also stimulating the market growth. Furthermore, the elevating requirement for this solution and contactless methods, owing to the sudden outbreak of the COVID-19 pandemic, is anticipated to propel the Europe mobile payment market over the forecasted period.

Explore Full Report with Table of Contents: <https://www.imarcgroup.com/europe-mobile-payment-market>

#### Europe Mobile Payment Market Segmentation:

Our report has categorized the market based on region, mode of transaction and application.

##### Breakup by Mode of Transaction:

- WAP
- NFC
- SMS
- USSD
- Others

##### Breakup by Application:

- Entertainment
- Energy and Utilities
- Healthcare
- Retail
- Hospitality and Transportation
- Others

##### Breakup by Country:

- Germany

- France
- United Kingdom
- Italy
- Spain
- Others

Key highlights of the report:

- Market Performance
- Market Outlook
- Porter's Five Forces Analysis
- Market Drivers and Success Factors
- SWOT Analysis
- Value Chain
- Comprehensive Mapping of the Competitive Landscape

We are updating our research report 2022-2027. If you want to need latest primary and secondary data with Cost Module, Business Strategy, Distribution Channel, etc. Click request free sample report. We deliver report with-in 24 hours.

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IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

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