

Remote Payment Will Lead China's Mobile Payment Market, Local Payment Will Follow

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Report Summary

As mobile phones increasingly become smart devices intended for entertainment and information as well as communication, their payment functions have become more important than ever and have already become a kind of fundamental technology. Using payment functions, a mobile phone can become a digital wallet containing various forms of money, including debit card, credit card, rechargeable card, coupon, and discount card.

Mobile payment services in China are generally in the initial phase, with usage limited to mobile phone charges and mobile application purchases. Other types of mobile payment, such as NFC mobile phone payment and online payments of the kind used in mobile e-commerce, remain in the trial phase. However, drivers from both the supply side and the demand side are strong enough to drive growth. In addition, industry players in China have recognized the potential growth of the mobile payment market and are beginning to get more actively involved.

To provide these players with a deeper understanding of the mobile payment market, In-Stat generated this report, which clarifies the various kinds of mobile payment services and the ways in which they are used, analyzes business models and potential market structures, and provides forecasts for the market sizes of the different types of mobile payment services in China.

What Information Does This Report Include?

- Five-year forecasts for user numbers and transaction values of China's mobile payment market
- The results of a phone survey examining Chinese consumer attitudes to mobile payment
- Profiles of the main payment platform providers, namely UMPay, Alipay, Smartpay, and Lianlian
- Strategic insight for those who wish to enter the mobile payment market

HIGHLIGHTS

- Currently, mobile phone charges and mobile application purchases are the main uses of mobile payment in China.
- Chinese consumers cite local payment as one of their favorite methods of payment.
- The banking sector has short-term advantages in the mobile payment market, but telecom operators will dominate in the long term, especially in the local payment market.
- In 2013, the transaction value of the remote payment market (excluding mobile application purchases made with mobile phone accounts) will reach US\$13.6 billion; local payment transaction value will reach US\$3.8 billion.

For more information or to purchase, see the [report online](#) or call 1.480.483.4441.

Who Will be Interested in This Report?

- Cellular operators, mobile phone makers, and online payment platform providers

Whose Needs Does This Report Address?

- Mobile phone makers: Nokia, Motorola, Sony Ericsson, Samsung, LG, and Lenovo
- Online payment platform providers: Alipay, Smartpay, and Yeepay
- Cellular operators: China Mobile, China Telecom, and China Unicom

What Questions Does This Report Answer?

- What is the current size of China's mobile payment market, including user numbers and transaction values?
- What types of mobile payment services are there, and what are their business models?
- How do the market players compare?
- What are the drivers and barriers for this market, and what are the five-year forecasts?

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