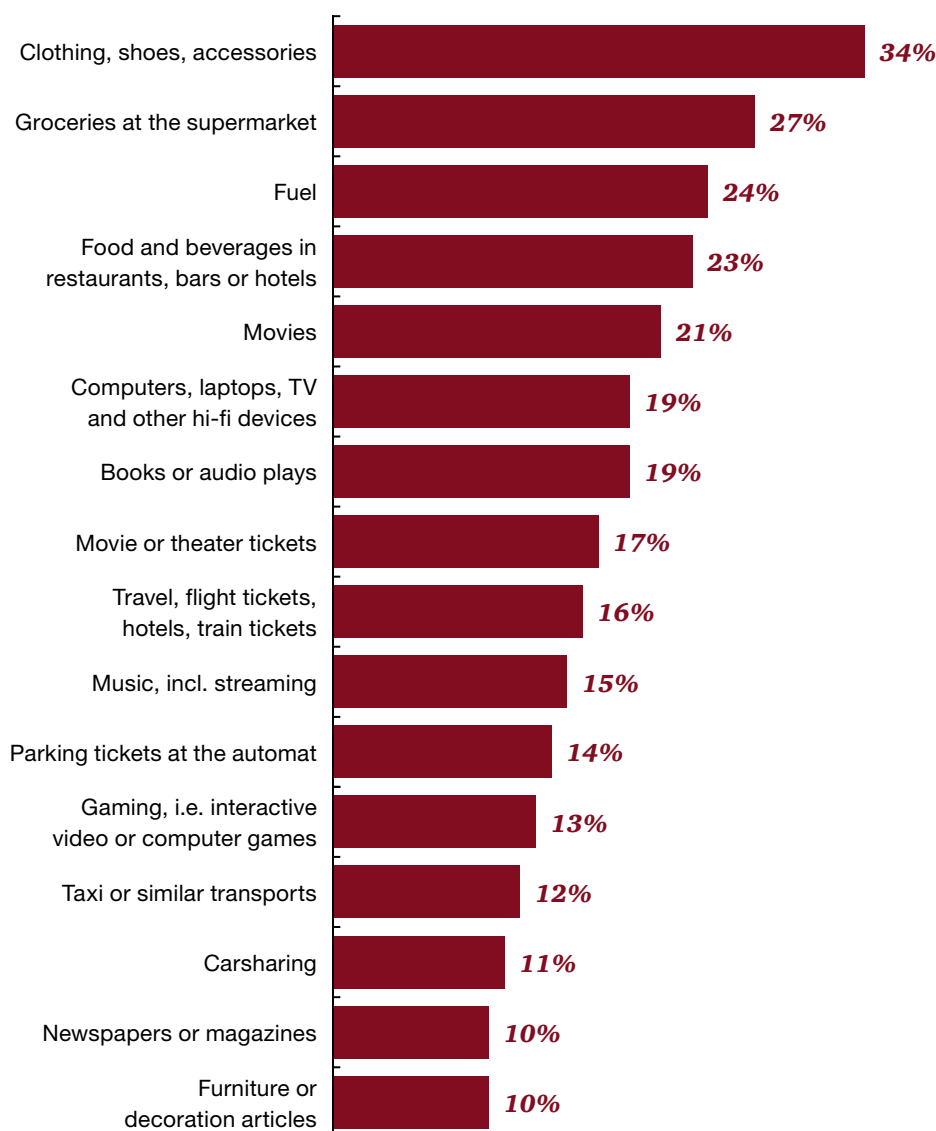


Fig. 6 Mobile payment is mostly used to buy clothes, food and fuel

Which products or services do you pay with your smartphone?

n = 135 (mobile payment users)



The high potential for mobile payment in Germany underlines the interest that consumers have in this innovative payment method. It also demonstrates that a breakthrough may still be possible from the customer perspective. Simultaneously, the majority of the survey participants also confirm that they are satisfied with the existing payment

methods and need no mobile payment, and 46% of them do not see any benefit in mobile payment compared with other payment methods. These opinions point at the strong competition in the market for payment solutions, with cash still being the preferred payment method and a multitude of other payment options. Moreover, this contradiction reflects

the current market situation for mobile payment in Germany, as the analysis of the mobile payment ecosystem below shows: There are offerings, but no standards in place; consumers are interested in mobile payment, but do not use it as much as would be necessary for a real breakthrough and mass market adoption.

