

A Executive summary

High potential for mobile payment in Germany?

The results of our comprehensive mobile payment report reveal that mobile payment has potential in Germany: Over half of all respondents already use or intend to use mobile payment (55%). At the same time, the majority of the survey participants also confirm that they are satisfied with the existing payment methods and need no mobile payment. 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. In fact, Germany has a very fragmented mobile payment market that has seen many initiatives coming and going. Several technologies required for mobile payment are available for use, but no standard has been established. Such fragmentation only leaves consumers confused and unwilling to change their payment behavior to adopt mobile payment.

Market infrastructure: customers want standards

Standards are what customers want: over half of the survey respondents think that there should be a nationwide solution for mobile payment in Germany similar to girocards and credit cards, and that the involved providers of mobile payment should collaborate more and develop a joint solution for mobile payment.

Mobile commerce and in-app payments can become a catalyst for customer acceptance of mobile payment

If mobile payment is part of an attractive product or service offering, customers will increasingly use it. Over 40% of respondents agree that mobile payment is useful if it is embedded in an app offering products or services, the so-called “in-app payment”.

Incentives and other additional services can help increase the use of mobile payment

Over 40% of respondents think that various additional services like incentives or invoice services should be offered so that they would use mobile payment (more often).

Attractive product or service offering, superior user experience and a seamless customer journey are key success factors

As the market maturity regarding in-app payments or additional services is still relatively low in Germany, mobile payment is not yet widely used. However, mobile commerce, which embeds payments in mobile apps or websites, has the potential to increase. Consequently, if the value proposition, the user experience and the related customer journey met or exceeded consumers' demand, the acceptance of mobile payment is likely to be much higher.

Key features are security, speed and easy use

Security and data protection rank among the top three criteria for 79% of respondents to increase mobile payment acceptance. Easy and fast use also ranks among the top three criteria for 57% of all respondents to make mobile payment attractive: A mobile payment service that is speedy and easy to use without unnecessary obstacles, with short registration and payment processes, is indispensable to increase customers' mobile payment adoption.

Personal characteristics like age, gender, innovativeness and experience with mobile payment can increase usage

It is especially the respondents' innovativeness – their openness towards new technologies – and experience with mobile payment that were found to be important factors supporting mobile payment adoption, besides gender and age.