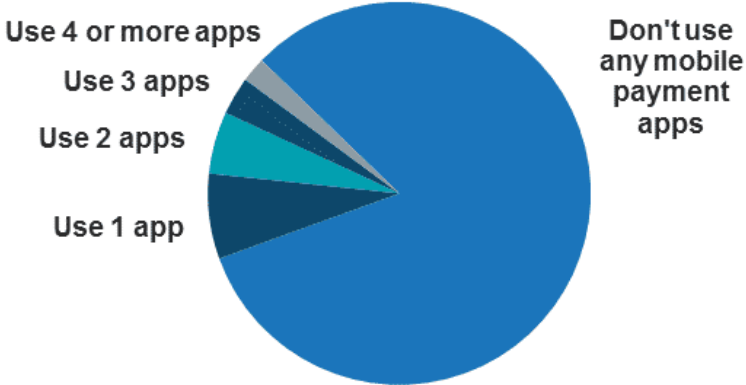


Reassessing Mobile Payments: A Duopoly or Oligopoly?
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By Chris Tweedt, Research Analyst, and Harry Wang, Senior Research Analyst

Synopsis	Mobile Payment App Usage
<p>This report analyzes market competition in the mobile payment industry, focusing on business strategies of payment platform developers including Apple Pay, Android Pay, PayPal, and other emerging solution providers. The report also examines external factors that will shape the market adoption trajectory, including merchants' adoption of EMV standards, e-commerce growth, and the impact of payment network providers' business strategies. The report concludes with five-year forecasts of U.S. mobile payment users and the value of transactions completed through mobile payments.</p>	<p style="text-align: center;">Use of Leading Mobile Payment Apps U.S. Smartphone Users</p>  <p style="text-align: right;">© Parks Associates</p>

<p>Publish Date: 3Q 16</p>	<p>“Mobile payment adoption requires merchant and consumer adoption, but it is difficult to increase one without a preexisting increase in the other. Players have difficulty providing benefits both to merchants and to consumers,” said Chris Tweedt, Research Analyst.</p>
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List of Companies

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American Express	MCX
Android Pay	Mobeam
Apple	Oberthur
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AT&T	PayPal
Bell ID	Rite Aid
Best Buy	Samsung
Capital One	Samsung Pay
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