

# Hungry for Mobile Commerce



Insights on appetite for mobile services in Asia Pacific and beyond!

**84%**

of APAC consumers are interested in buying goods and services through their mobile in the future more than any other region

84%

APAC

LATAM

EMEA

North America

53%

80%

83%



Almost **1/2**

of the APAC mobile users used their devices to purchase products or services



APAC	46%
LATAM	31%
EMEA	27%
North America	19%



Appetite for purchasing via mobile

**42%**  
of the APAC users used mobile to buy goods and want to do it **more**

42%

APAC  
LATAM  
EMEA  
North America

25%

24%

15%

## BANKING

APAC consumers are embracing mobile wallet

Pay a bill

APAC	66%
LATAM	55%
EMEA	52%
North America	38%

Make a bank transfer

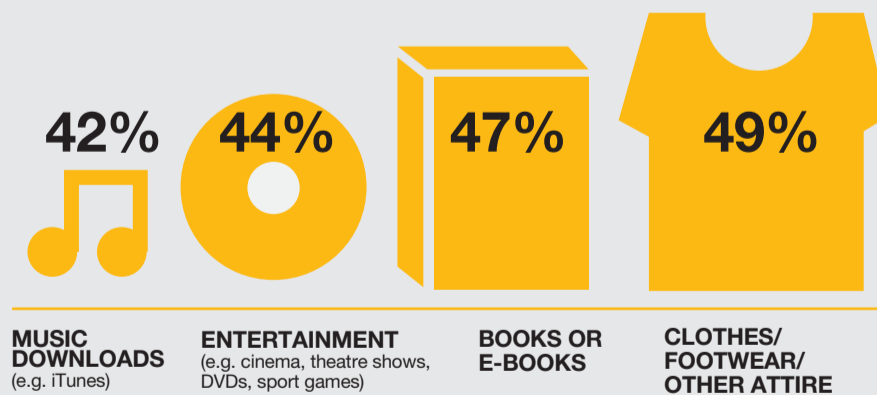
APAC	63%
LATAM	54%
EMEA	47%
North America	34%

Set up a new account

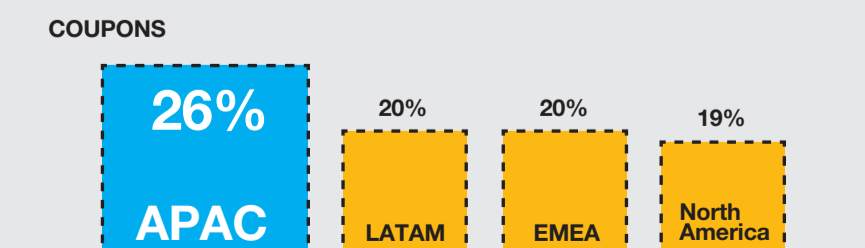
APAC	58%
LATAM	49%
EMEA	45%
North America	32%

## RETAIL

1 What are APAC consumers buying via mobile most often?



2 Coupons are the best way to encourage APAC consumers to buy more.



## TELCO

Drivers to communicate/transact more via mobile phone

Free minutes, texts and web use

APAC	28%
LATAM	24%
EMEA	23%
North America	19%

Personalized services

APAC	24%
LATAM	28%
EMEA	20%
North America	9%

Lower cost services

APAC	22%
LATAM	24%
EMEA	21%
North America	14%