



State of the Mobile Money Industry in Sub-Saharan Africa

2018

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MOBILE MONEY IN 2018



272

MOBILE MONEY DEPLOYMENTS



ARE LIVE IN

90

COUNTRIES



866m

REGISTERED MOBILE MONEY ACCOUNTS



20% increase from 2017

62

MOBILE MONEY
DEPLOYMENTS
HAVE MORE THAN

1m

90-DAY
ACTIVE
ACCOUNTS

compared to **54** in **2017** and **13** in **2013**



A TYPICAL ACTIVE MOBILE
MONEY CUSTOMER MOVES

 **\$206**
PER MONTH



\$1.3bn
processed daily
by the mobile money industry

54%



OF THE COMBINED
ADULT POPULATION OF
GHANA, CÔTE D'IVOIRE,
BENIN AND SENEGAL
use mobile money on an active basis

DIGITAL TRANSACTION
VALUES



Grew at
more than
TWICE the
rate of
cash-in/
cash-out
values

ASIA

90m

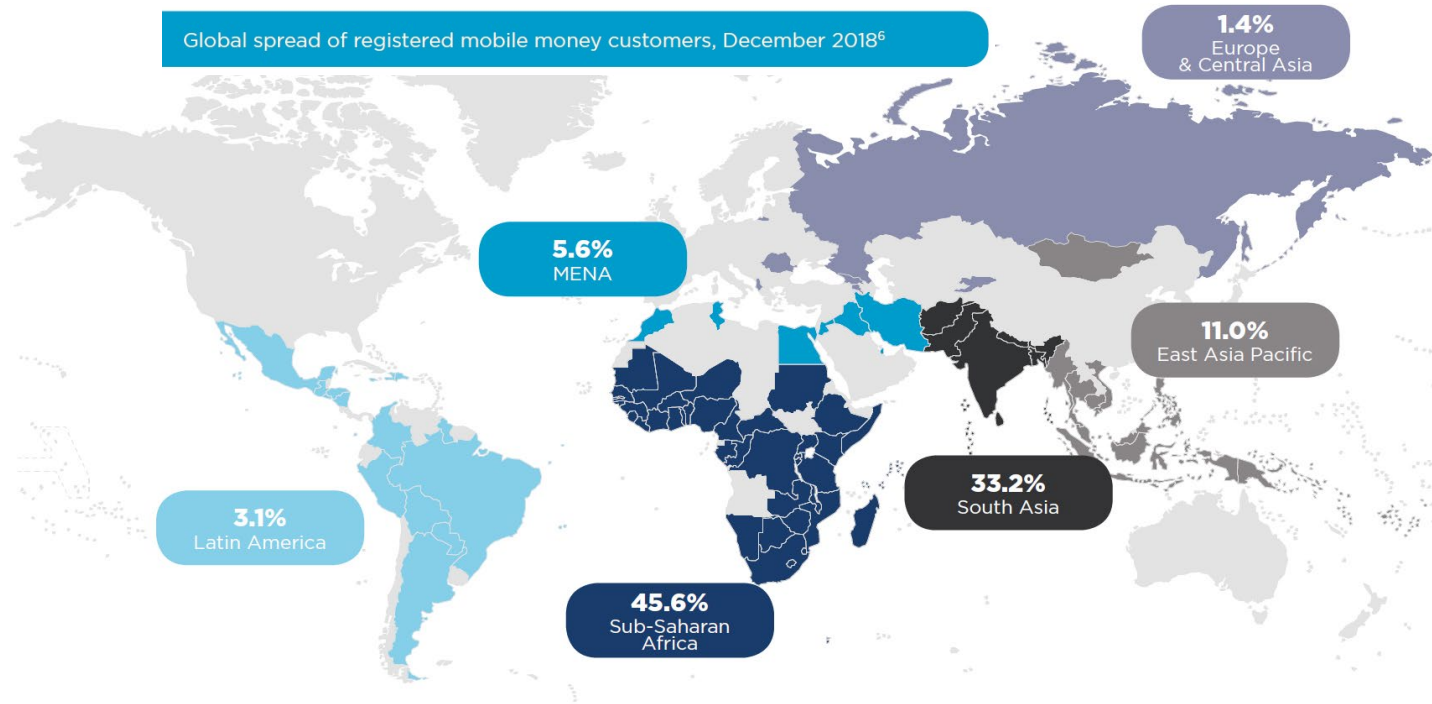
NEW

NEW REGISTERED ACCOUNTS

 31% increase from 2017



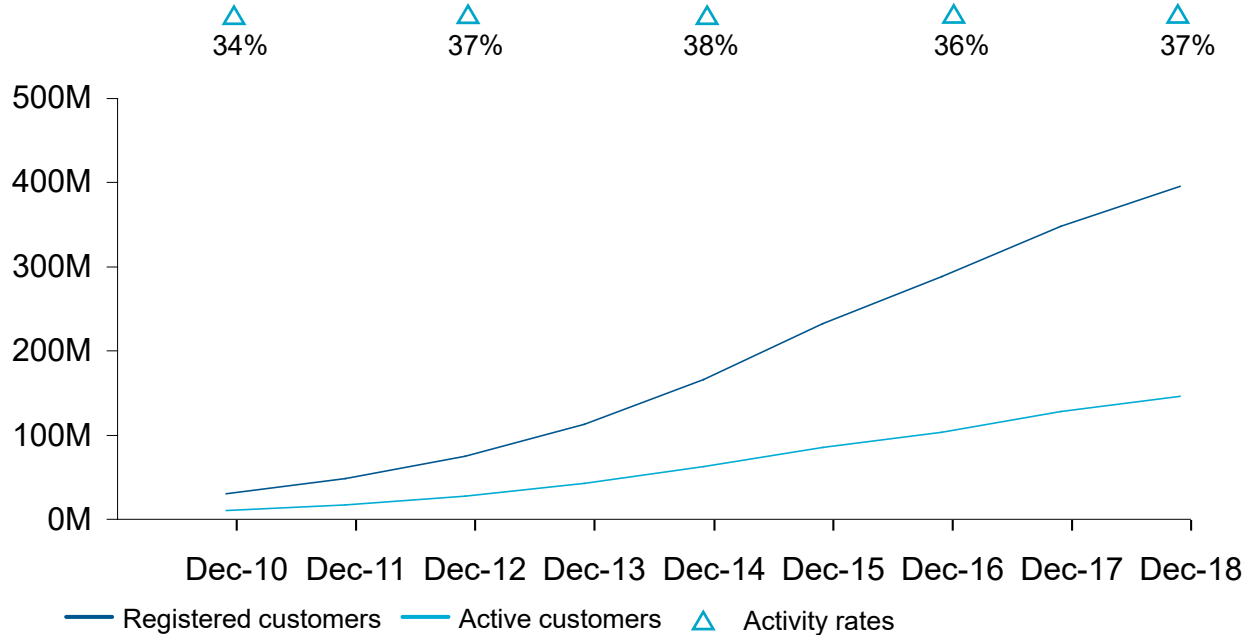
Host to almost half of all mobile money registered accounts globally, Sub-Saharan Africa remains the epicentre of mobile money.





The number of registered customer accounts in Sub-Saharan Africa has reached 396 million, with activity rates of 37% as of December 2018.

Number of registered and active mobile money customers – Sub Saharan Africa

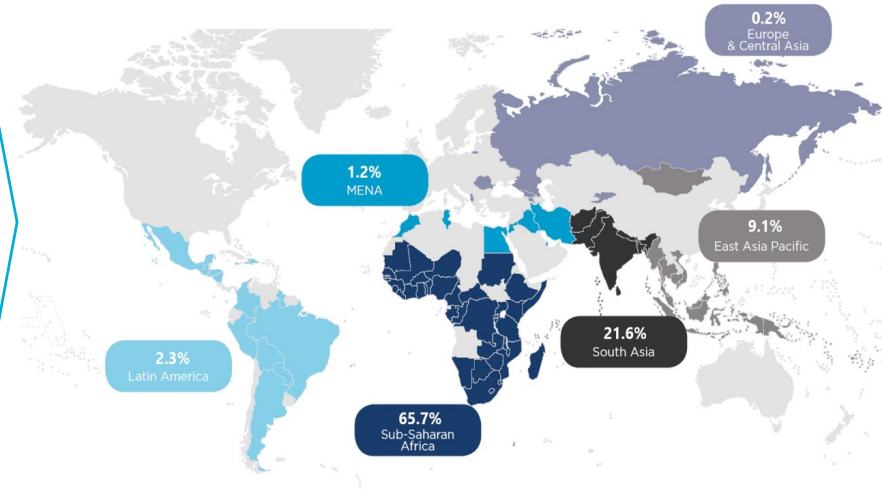
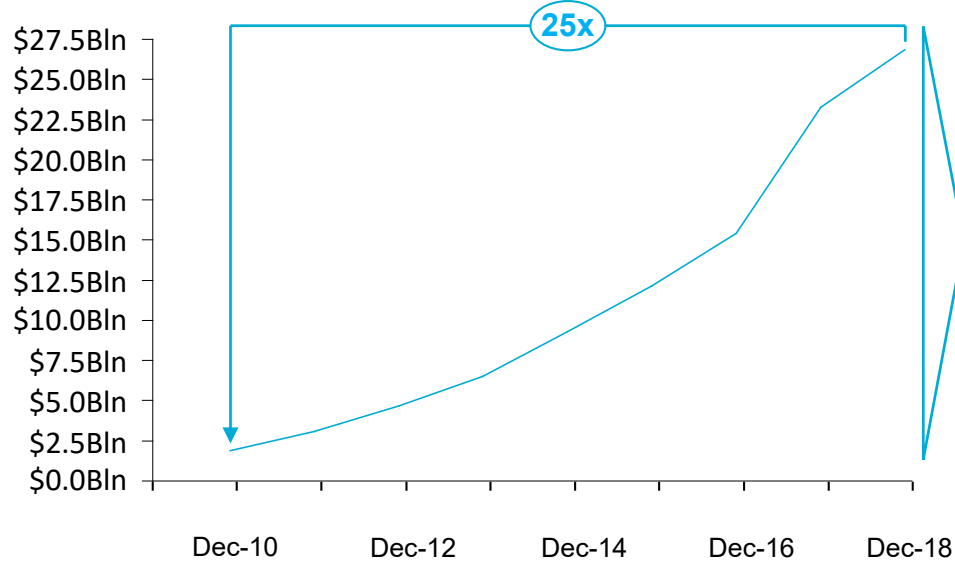


Although regional activity rates have only slightly increased, 57 out of 132 services in the region are achieving activity rates higher than the regional average, with 27 providers driving impressive activity rates of well above 50 per cent.



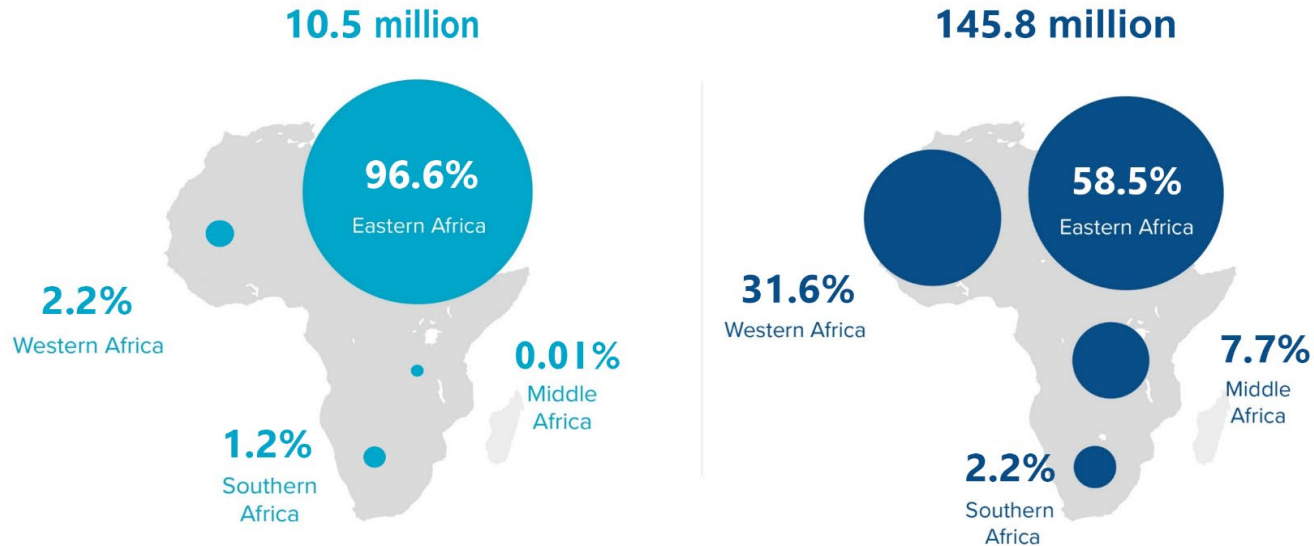
Sub-Saharan Africa is driving around two thirds of total global mobile money transactions, with values exceeding \$25bn in December 2018.

Total value of mobile money transactions on a monthly basis – 2010–18 (\$ US)





Since 2010, customer distribution across the region has become more diverse, with sub-regions such as Western and Middle Africa growing their market shares.

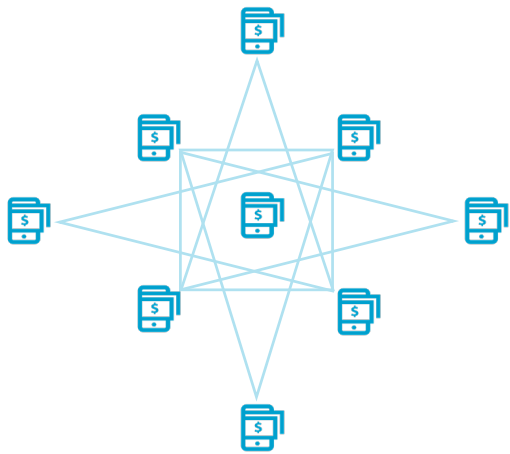


Sub-Saharan African total active accounts 2010 / 2018



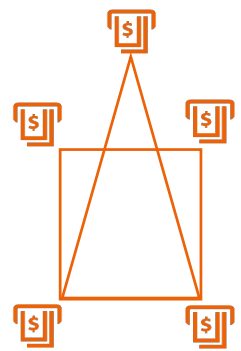
Mobile money agents have played a key role in driving customer adoption and enhancing financial inclusion in Sub-Saharan Africa.

1.4 million active agents



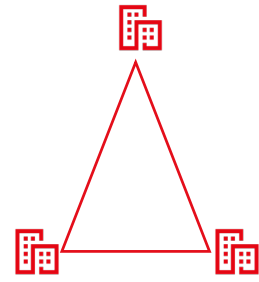
Very high density agent network with **60 agent outlets** per 1000 km²

58 ATMs¹



Low density ATM network with **2 ATMs** per 1000 km²

19k bank branches¹



Very low density bank branch network with **1 branch** per 1000 km²

1. Data from IMF Financial Access Survey



The mobile money transaction mix across the region has become more diverse, and ecosystem transactions have quadrupled in value and more than doubled in volume.

SSA Product Mix* 2010 vs 2018

Airtime top-ups

Bill payments

Bulk payments

International Remittances

Merchant Payments

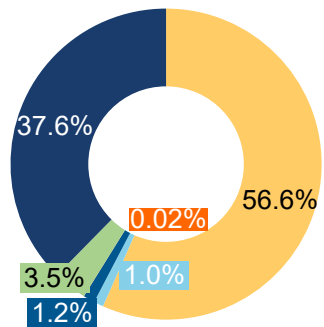
P2P transfers

Ecosystem transactions

SSA Volumes 2010

Volume:
0.9 bn

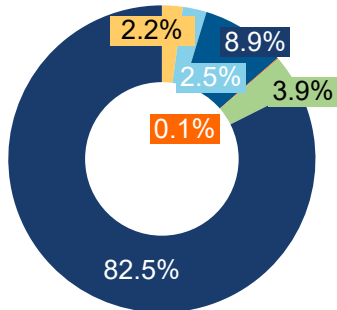
Ecosystem:
6%



SSA Values 2010

Value:
\$22.6 bn

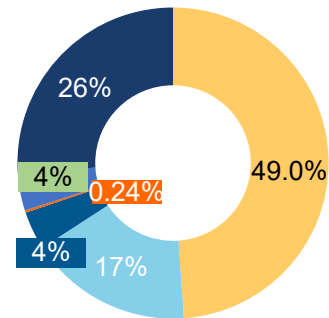
Ecosystem:
15%



SSA Volumes 2018

Volume:
19.1 bn

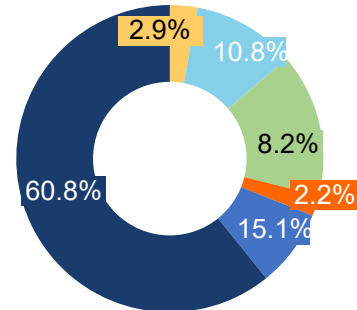
Ecosystem:
24%



SSA Values 2018

Value:
\$305.1 bn

Ecosystem:
36%

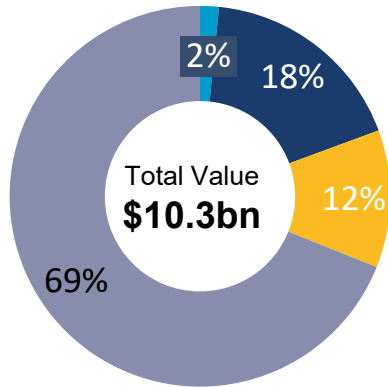


*Note: Excluding cash-in and cash-out



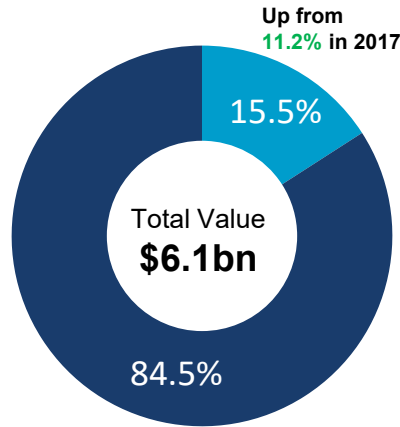
The digitisation of payments reached new heights across Sub-Saharan Africa in 2018.

Incoming transactions



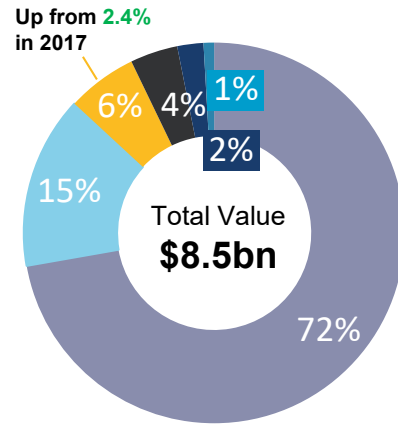
- International remittances
- Bank-to-mobile
- Bulk disbursements
- Cash-in

Circulating transactions



- Merchant payments ↑
- P2P transfers

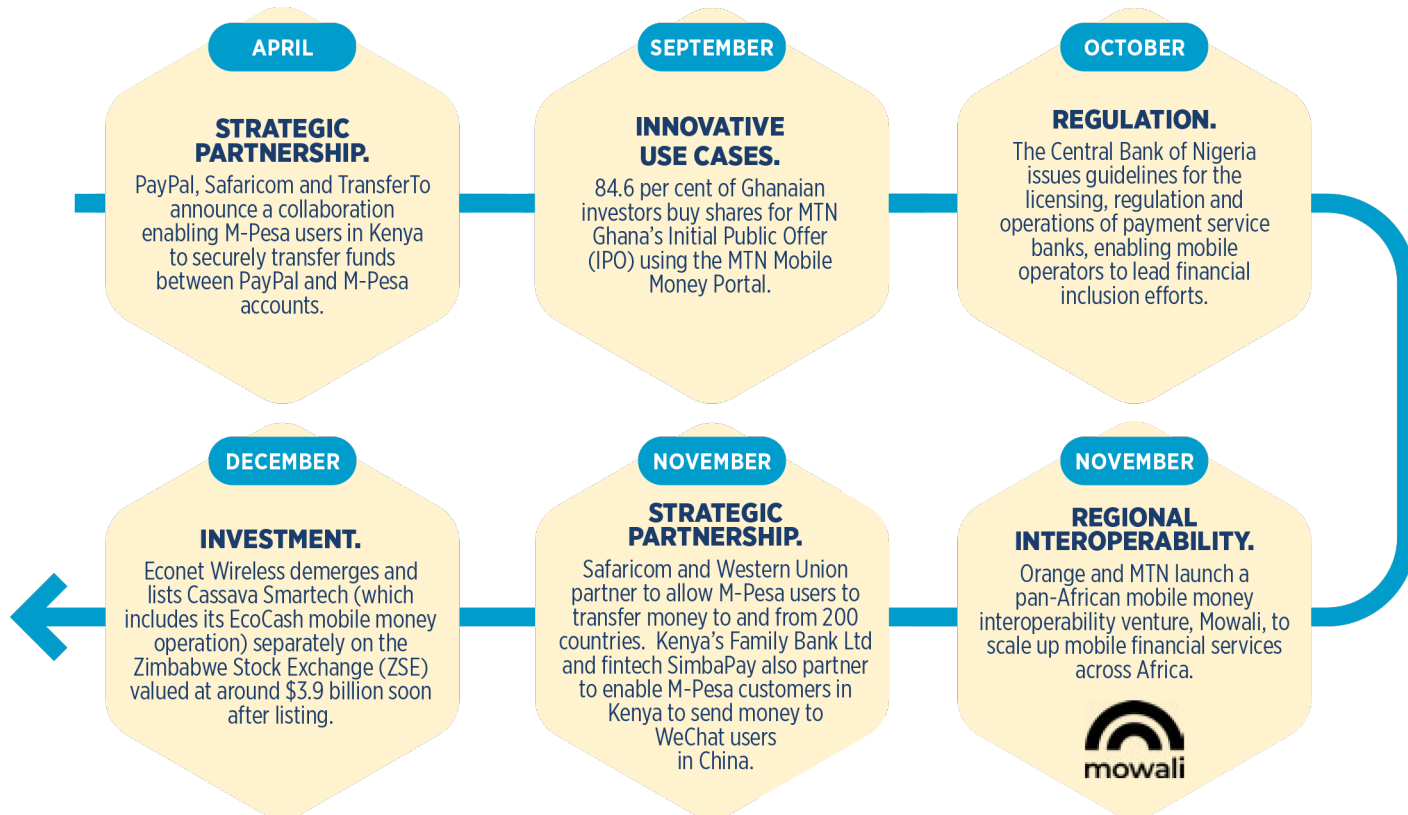
Outgoing transactions



- Cash-out
- Bill payments
- Wallet-to-bank ↑
- Airtime top-ups
- Off-net transfers
- International remittances



2018 saw advancements in investments, strategic partnerships, regional interoperability and regulation across the Sub-Saharan African region.





Looking ahead, we see three key areas of future growth in mobile money across Sub-Saharan Africa:

1

Africa's mobile money sleeping giants

2

**Sectors on the cusp of transformation:
MSME and e-commerce**

3

The untapped smartphone opportunity



Africa's mobile money sleeping giants: Egypt, Ethiopia and Nigeria, have the potential to unlock over 110m accounts in the next five years.

Egypt



Adult population: **67m**



Adults with an account: **32.8%**



Mobile Money Regulatory Index Score: **67.21**

Nigeria



Adult population: **111m**



Adults with an account: **39.7%**



Mobile Money Regulatory Index Score: **65.67**

Ethiopia



Adult population: **64m**



Adults with an account: **34.8%**



Mobile Money Regulatory Index Score: **65.83**



Sectors on the cusp of transformation: MSME and e-commerce

MSMEs

- A large number of formal and informal MSMEs in Sub-Saharan Africa have already adopted mobile money for business purposes
- **46%** of Sub-Saharan African respondents to our 2018 Global Adoption Survey highlighted **building enterprise solutions** as one of their **top three strategic priorities**

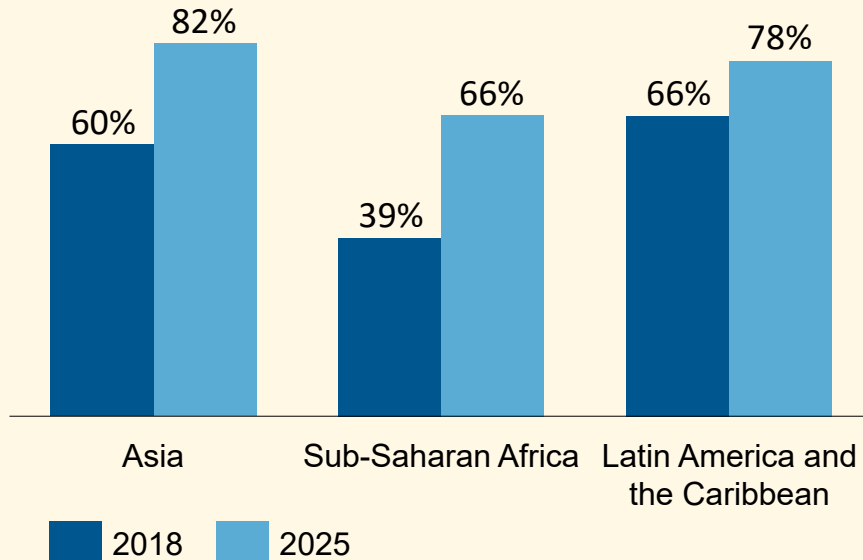
E-commerce

- More MSMEs across the region are moving towards marketing and selling their products across digital channels
- In 2018, **value of e-commerce** transactions facilitated by mobile money **more than doubled** across the region.



Growth in smartphone adoption unlocks access to a broader customer base and allow providers to offer an enhanced user experience and a wider range of products and services.

SMARTPHONE PENETRATION (2018 & 2025)



- **USSD remains the dominant channel today:**
 - Over **90%** of mobile money transactions in **Sub-Saharan Africa** are still processed via USSD
- **Dramatic uptake in smartphone adoption and mobile internet is on the horizon:**
 - **Smartphone adoption in Sub-Saharan Africa: 39%** by end of **2018**, set to rise to **66%** by **2025**
 - **Mobile internet access in Sub-Saharan Africa: an estimated 280 million new mobile internet subscribers coming online by 2025**



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the GSMA website at www.gsma.com/sotir