

State of the Mobile Money Industry in Asia

2019

gsma.com/sotir

Speakers



Nika Naghavi,
Director, Data & Insights
GSMA



Kavita Tailor,
Data Analyst
GSMA



GLOBAL MOBILE MONEY IN 2019



Over 1bn

REGISTERED MOBILE MONEY ACCOUNTS



OVER

\$1.9bn
processed daily



by the
mobile money
industry



77

Mobile money deployments
Have more than

1m

90-day active
accounts

Compared
to 27
in 2014



INDUSTRY FIRST

57%
DIGITAL

Digital transaction values now
exceeding cash-in/out values

INDUSTRY FIRST



\$22bn
IN CIRCULATION

More money is circulating than
exiting the mobile money system



290

MOBILE MONEY DEPLOYMENTS



ARE LIVE IN

95

COUNTRIES



SUB-SAHARAN AFRICA

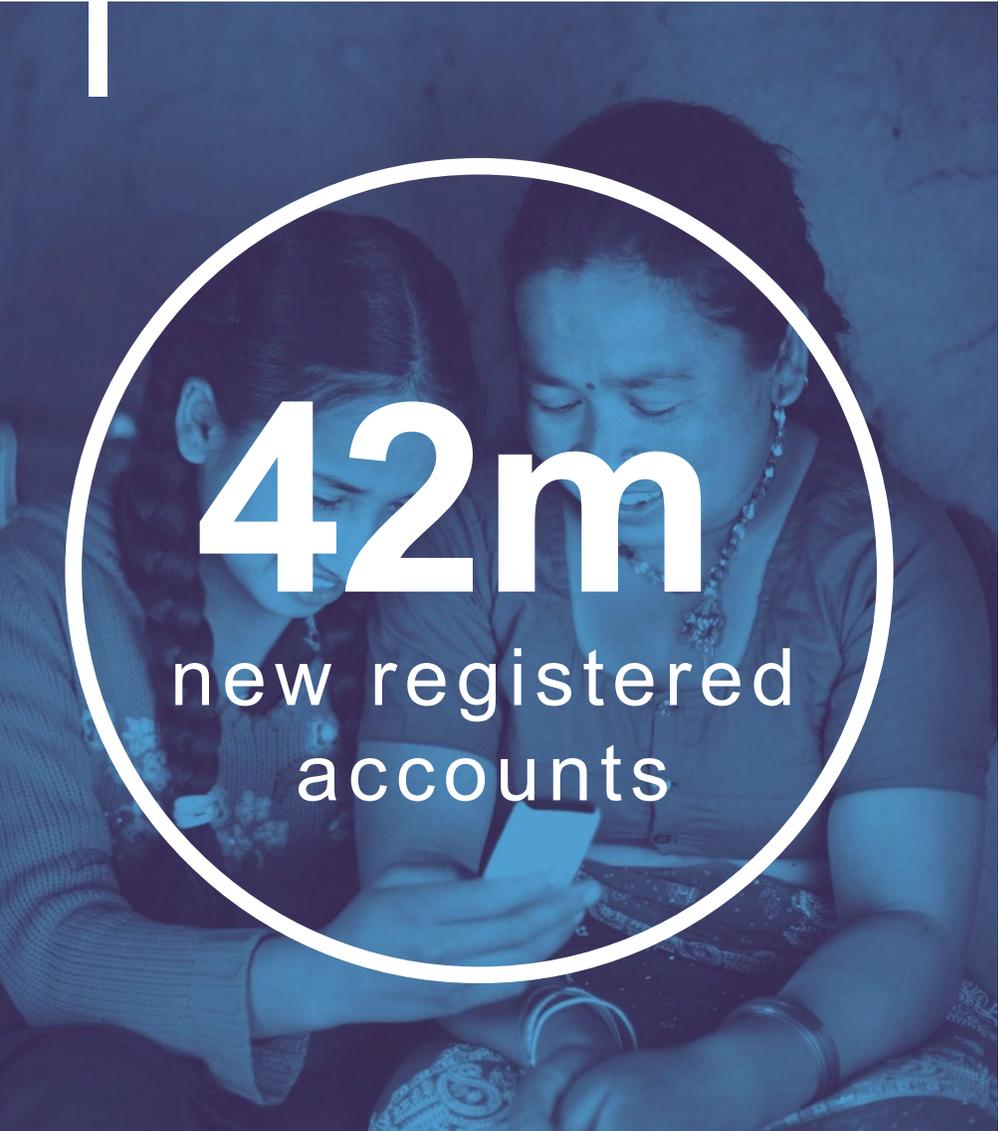
50m

NEW
REGISTERED
ACCOUNTS



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Asia makes up almost a half of all registered mobile money accounts globally



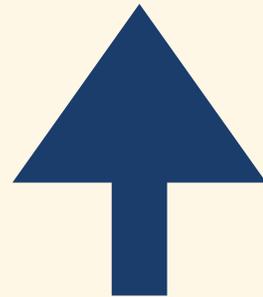
42m

new registered accounts



473m

registered accounts



10% growth
from 2018

Mobile money adoption in Asia made a significant contribution to global growth...



East Asia and Pacific

30 million new accounts



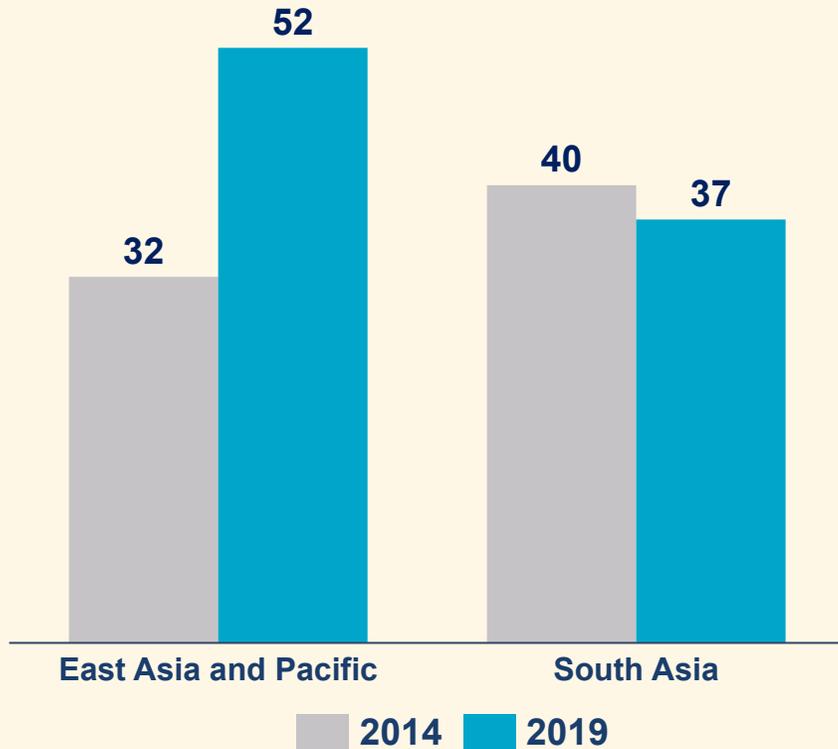
South Asia

12 million new accounts

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...driven primarily by innovative and new market players

Number of Mobile Money Services



30%

South Asia

15%

East Asia and Pacific

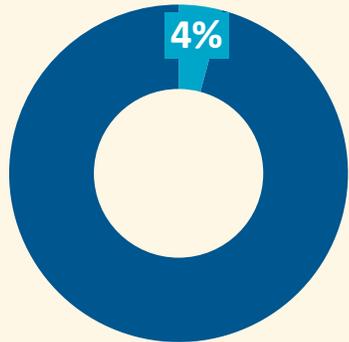
Share of total registered accounts in Asia

Mobile money is reaching an increasing number of people in the region

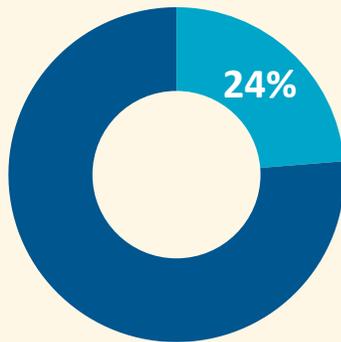
South Asia



2014



2019



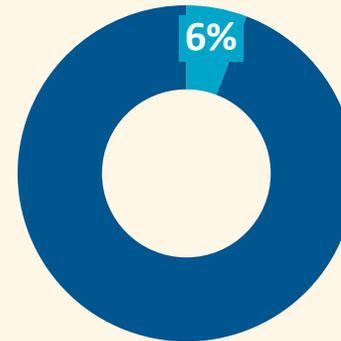
%

of adult population reached by mobile money

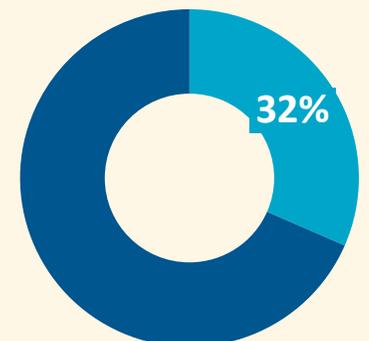
East Asia and Pacific



2014



2019



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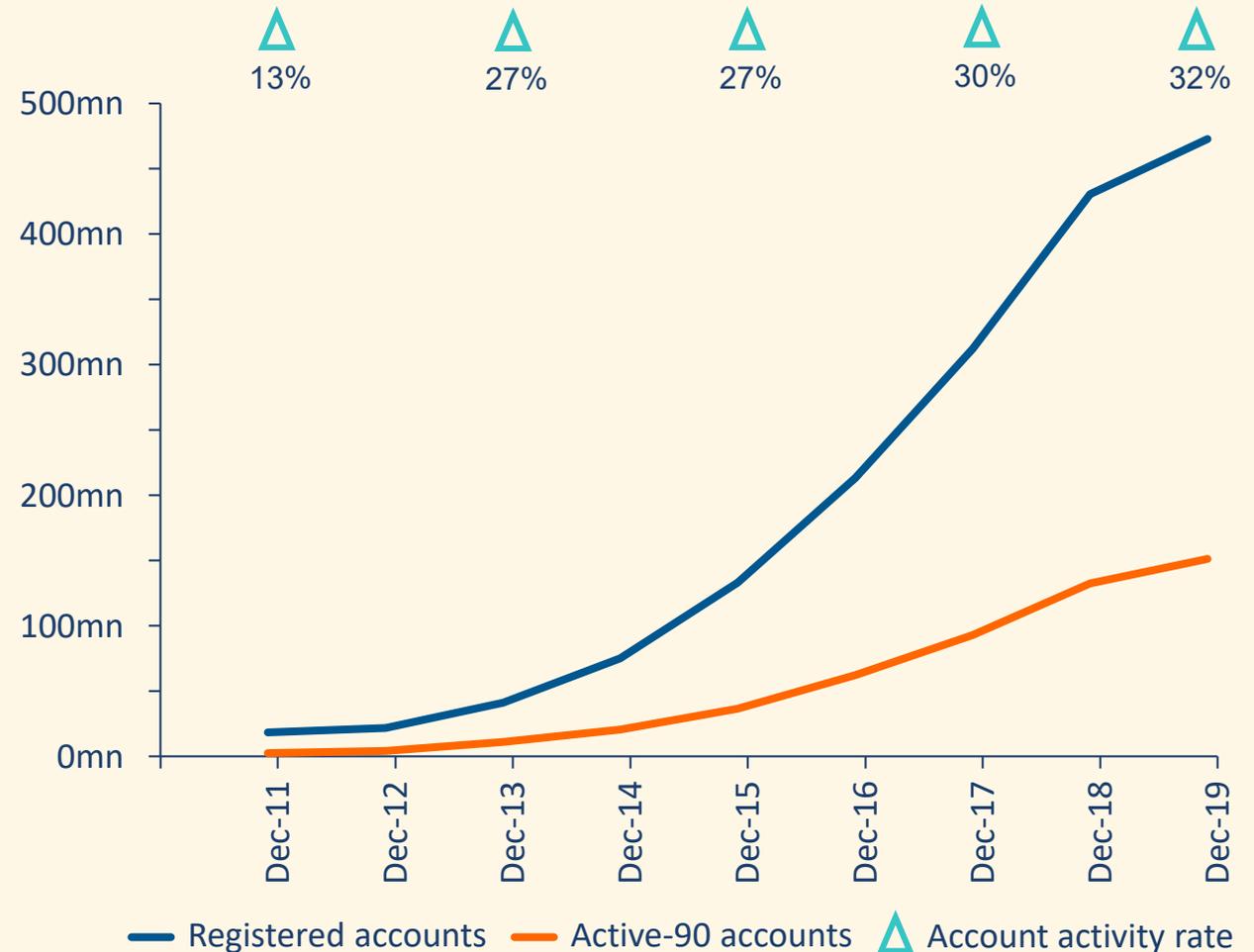
Account activity in the region continues to grow

30 deployments now have over 1m active accounts (90-day) compared to 7 in 2014.



42 out of the 87 services in the region have an account activity rate greater than the regional average.

Number of Registered and Active Mobile Money Accounts - Asia



Agents remain the main gateway for digitising cash



Asia's agent network comprises of 4m registered agents, 52% of all mobile money agents globally



In 2019, mobile money agents digitised \$43bn of cash, a quarter of the value digitised globally

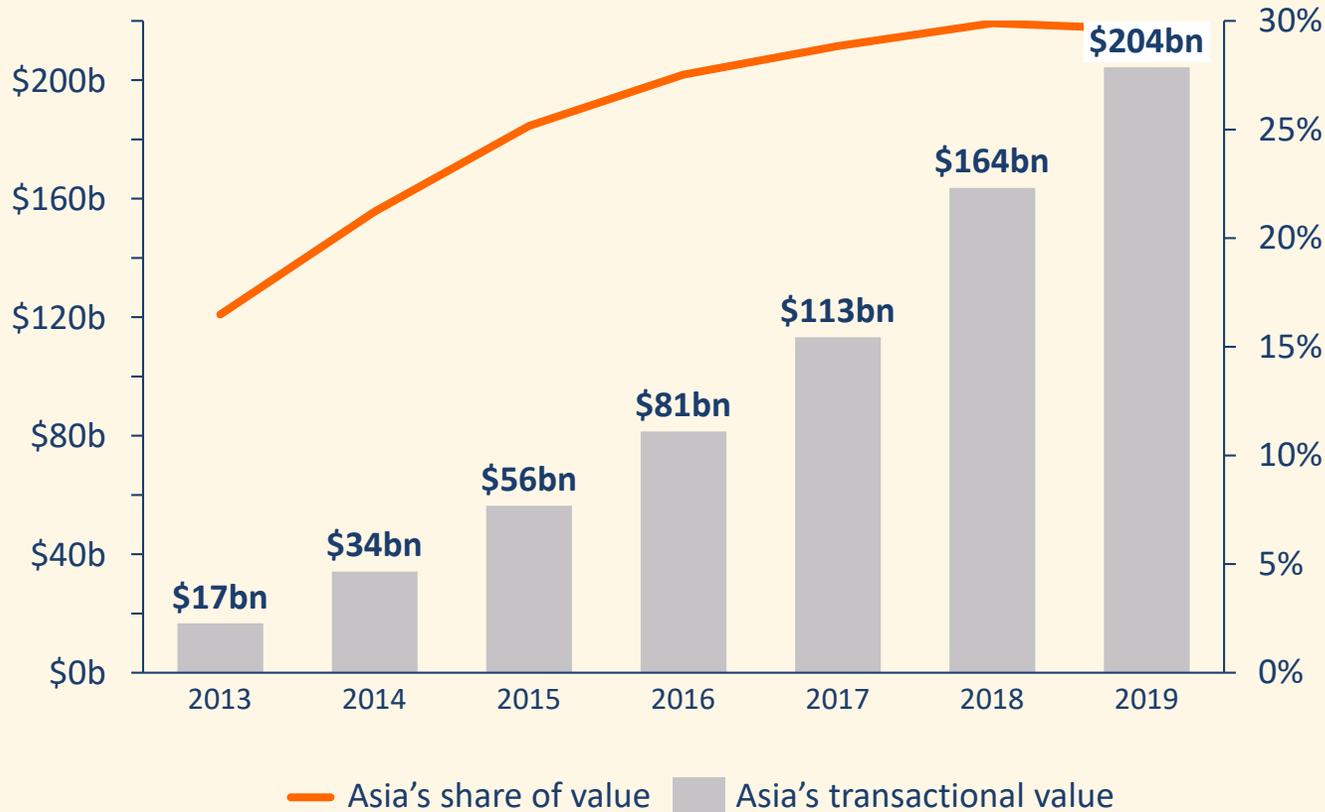
53%

Average agent activity rate in the region

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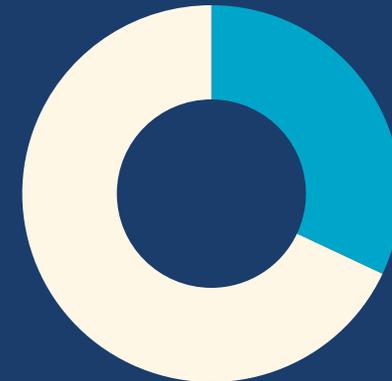
Asia has doubled its share of the value of all global mobile money transactions over the past 6 years

Value and share of Asia's mobile money transactions



\$204bn

transacted through mobile money



30%

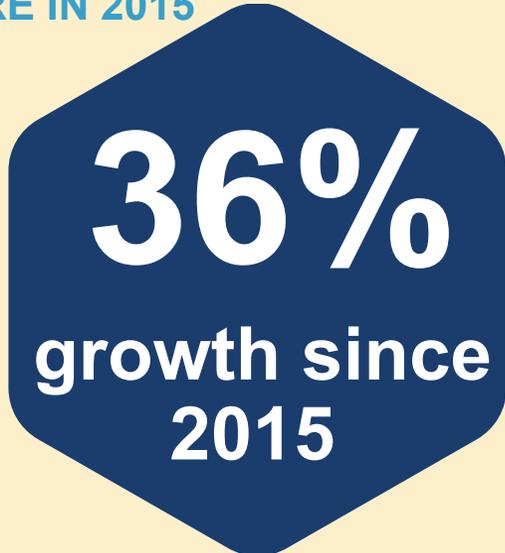
of the value of all mobile money transactions are carried out in Asia

Asia's mobile money transactions have become increasingly digital...

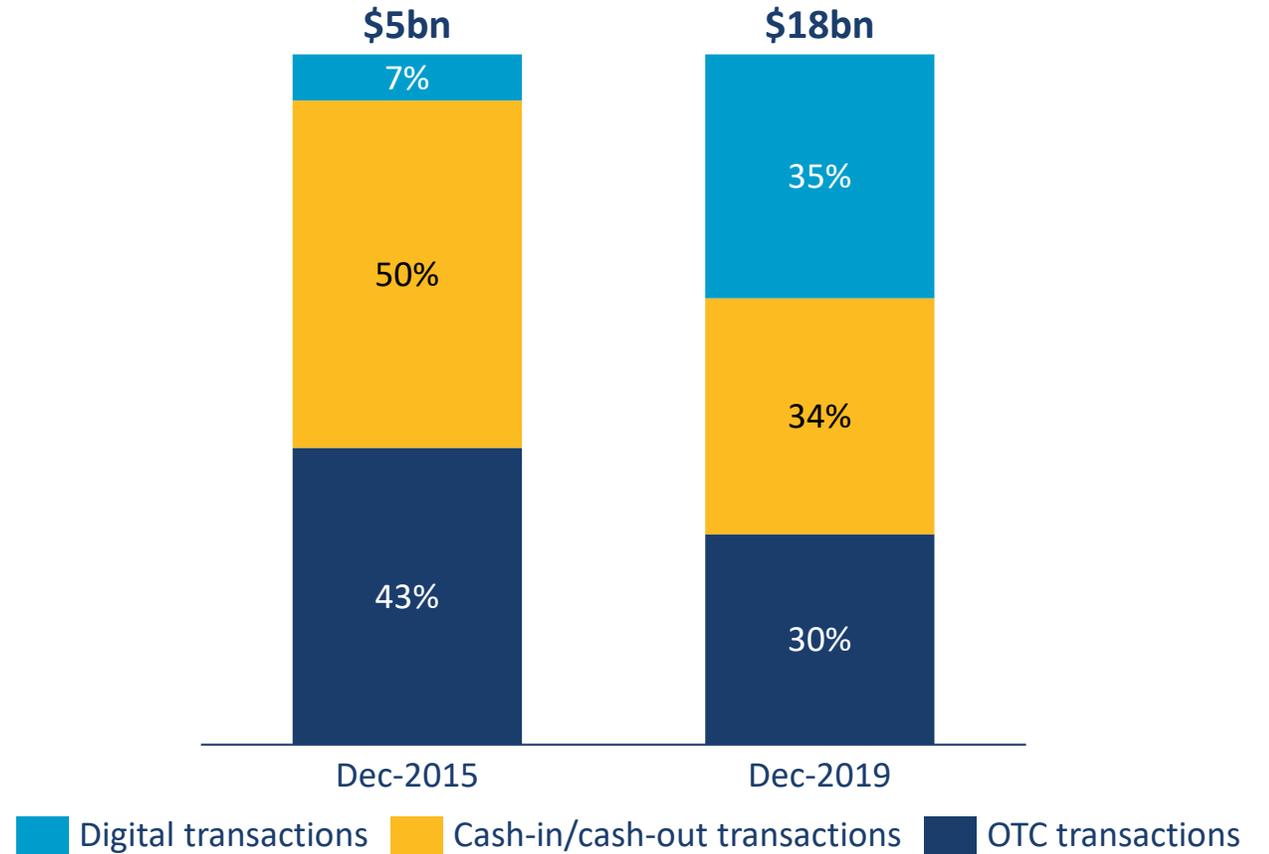
DIGITAL TRANSACTIONS



THE VALUE SHARE IN 2015



Mix of Mobile Money Transaction Values - Asia



...primarily due to mobile money becoming increasingly integral to the financial ecosystem

11

22

Half of all Asian mobile money markets are interoperable

Interoperability with banks



Mobile money to bank account flows make up 17% of the value of outgoing transactions

The value of flows to and from bank accounts grew by 28%

Mobile money account-to-account (A2A) interoperability



Mobile money A2A interoperability is live in 6 markets

The volume of interoperable P2P transfers more than doubled

...and through partnerships with banks and seamless integrations with third parties

Number of Mobile Money Integrations



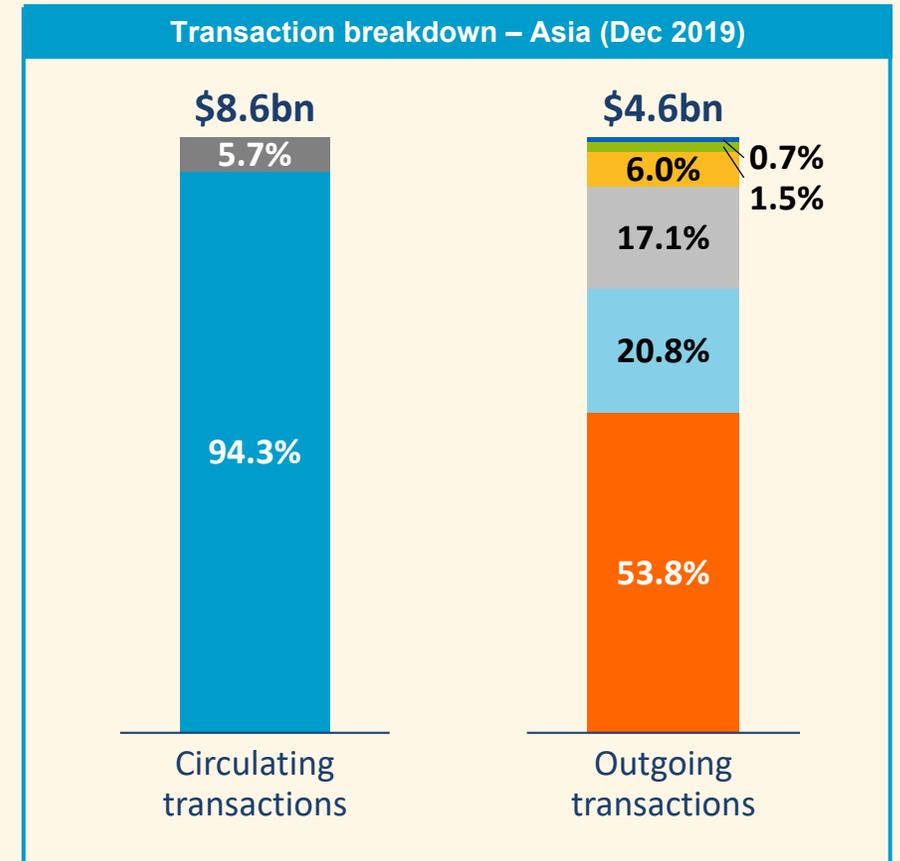
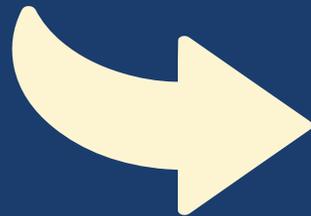
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Almost twice the amount of value is circulating Asia's mobile money system than exiting



\$8.6bn
IN CIRCULATION

\$4.6bn
OUTGOING



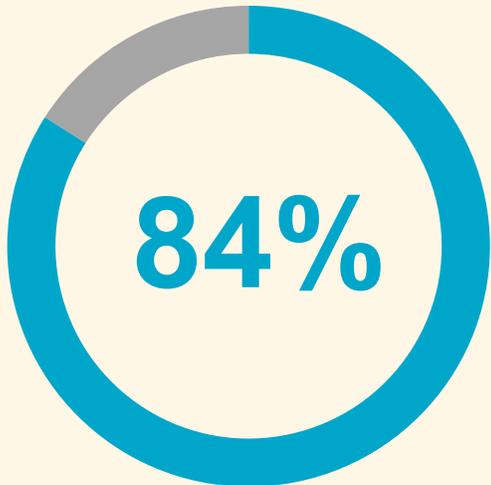
- Merchant payments
- IR initiated
- Off-net P2P
- ATU
- P2P
- M2B
- Bill payments
- Cash-out

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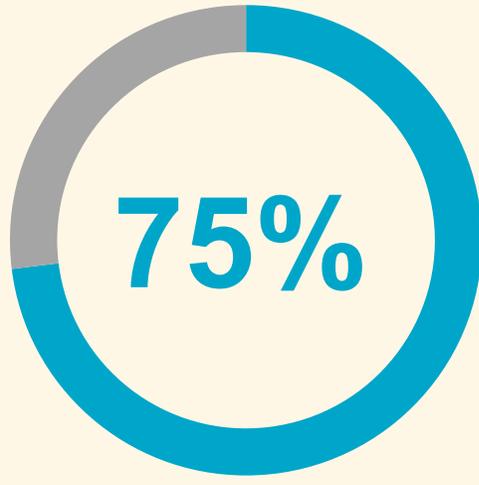
Asia's rapid mobile internet and smartphone adoption has helped boost merchant payments and e-commerce



The majority of merchant payments are carried out online

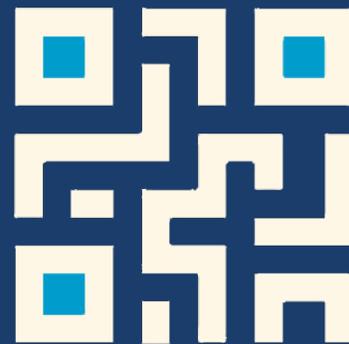
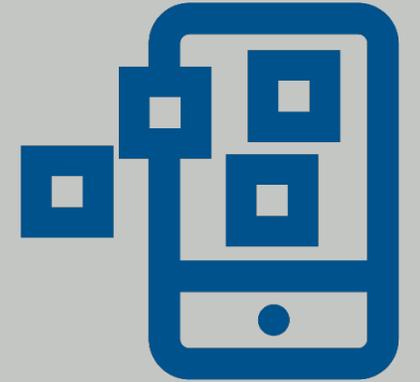


% of merchant payments transacted online



% of value of merchant payments transacted online

Smartphone penetration increased from 43% to **69%** over just 3 years



Asia is the only region where more merchants offer QR code payment technology rather than USSD

Looking ahead, we see three main areas for future growth of mobile money in Asia

- 
- 1 Taking financial inclusion beyond access and usage
 - 2 Increasing consumer awareness of mobile money amongst women
 - 3 Extending the reach of mobile money across borders

Q&A

Speakers



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Data Analyst
GSMA



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mobilemoney@gsma.com



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Appendix A: Mobile money-enabled adjacent services are still nascent across the region



\$19m

worth of digital
loans processed in
June 2019



Over

17m

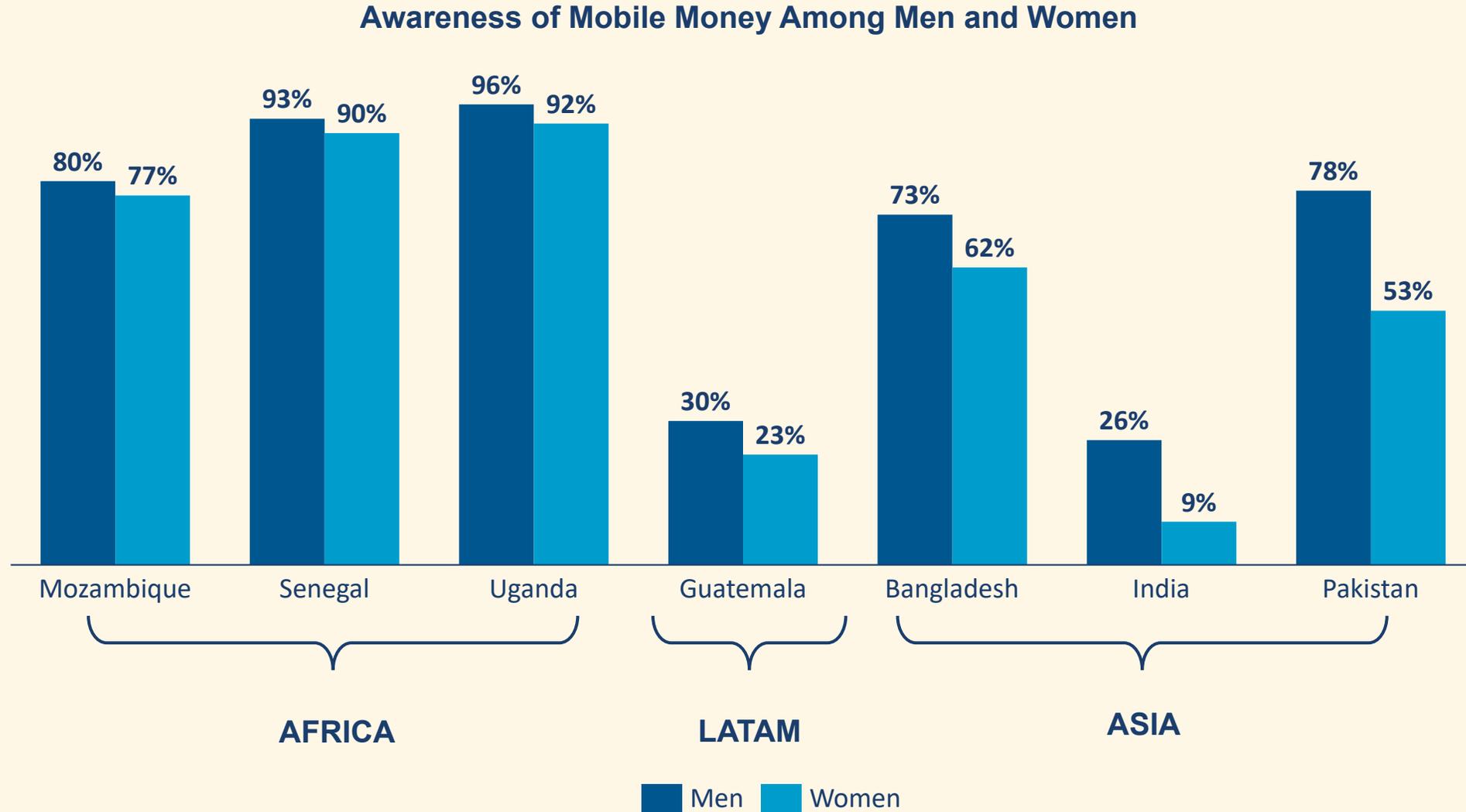
unique customers
saved via mobile
money



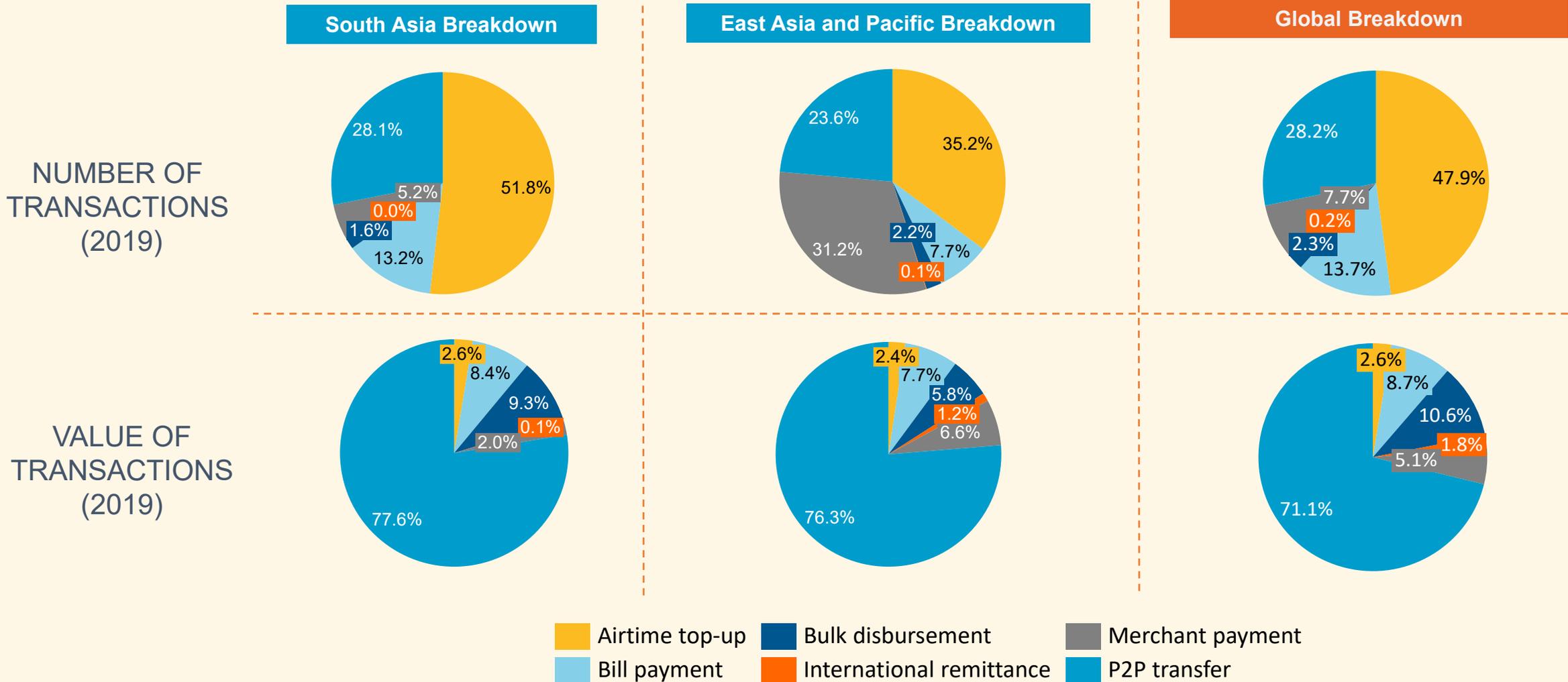
47

mobile-enabled
insurance services
across **9** countries

Appendix B: The awareness gender gap is widest in Asia



Appendix C: Across regions, the transaction mix varies with opportunity to further digitise ecosystem transactions



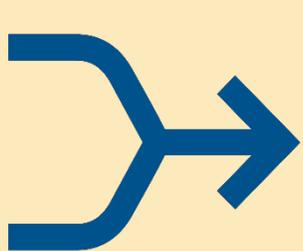
Appendix D: International remittances present a sizeable untapped opportunity in the region



36%

of mobile money services in Asia offer international remittance products

34% of these services offer inbound international remittances



Only **16%** offer outbound international remittances

Average monthly international remittance flows...

\$35bn

...via formal channels



...via mobile money

\$85mn

