

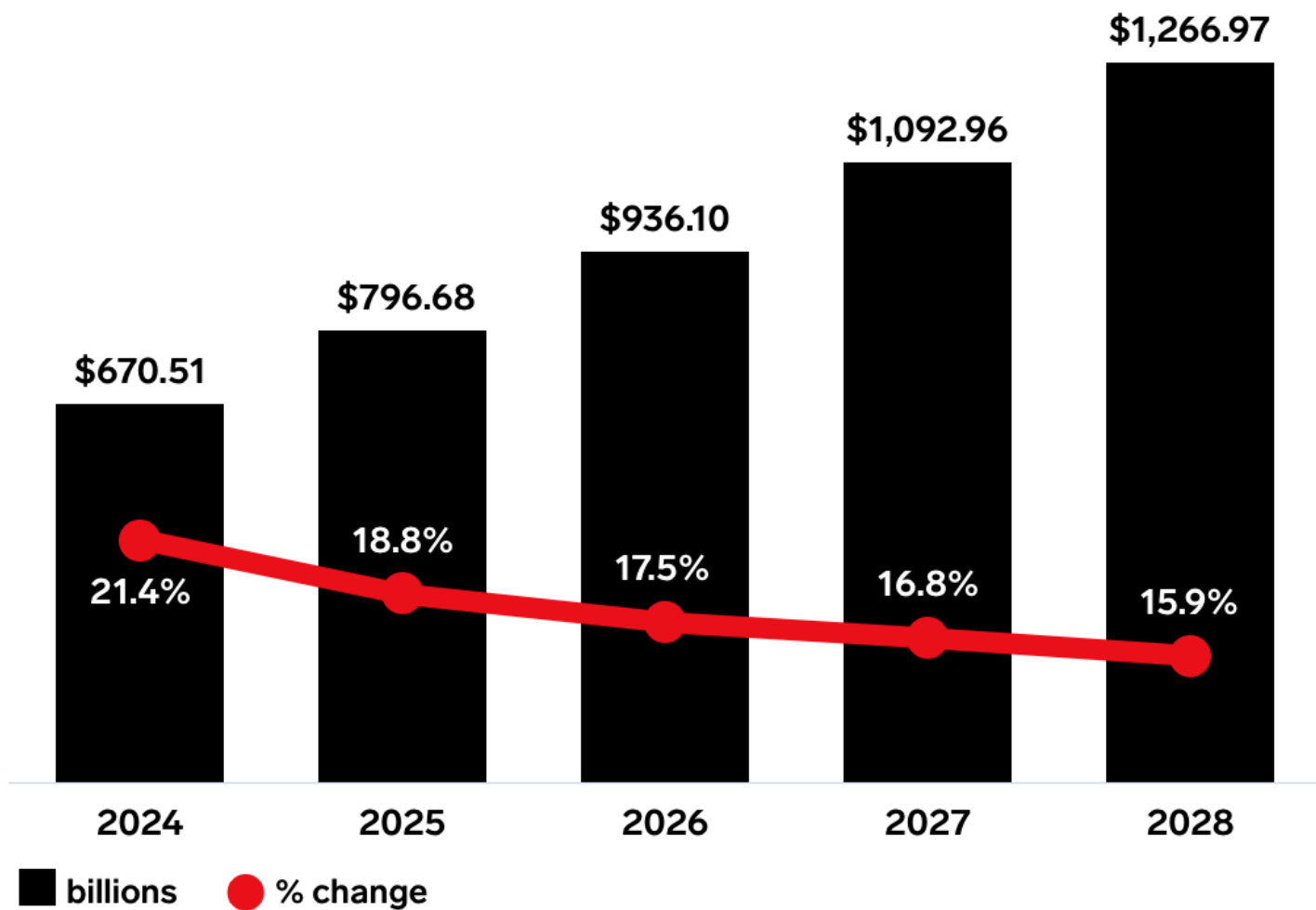
# Mobile payments will account for more than \$1 trillion in US point-of-sale transactions in 2027

Article



# Proximity Mobile Payment Transaction Value

US, 2024-2028



Note: the value of point-of-sale transactions made by using mobile phones as a payment method

Source: EMARKETER Forecast, March 2024

**Key stat:** Proximity mobile payment transaction value will increase by 21.4% this year and by double digits through the end of our forecast in 2028.

**Beyond the chart:**

- Nearly 4 in 10 people in the US (39.3%) will use proximity mobile payments this year, according to our March 2024 forecast.
- Apple Pay is the No. 1 proximity mobile payment platform by users in the US. No. 2 is the Starbucks mobile app, followed by Google Pay.
- Creating seamless ways for consumers to buy in-store enhances the retail experience.

#### **Use this chart:**

- Push to modernize mobile payment technology in-stores.
- Emphasize consumers' need for convenience.

#### **More like this:**

- Three-quarters of smartphone users will send mobile P2P payments by 2028
- Mobile proximity payments are entering the mainstream
- In-store retail payments are going contactless amid broadening payment method choice
- Digital wallets will approach half of POS transaction value share by 2027