

Mobile proximity payments are entering the mainstream

Article



Mobile proximity payments—those made in-store via mobile wallets—will grow as they continue building a feature ecosystem that binds payments to users' daily commerce. Providers must also develop wallet features that marry consumers' online and in-store purchase experiences.

- Buoyed by new feature innovation and simplified access to those features, mobile wallets are pivoting well past being mere “wallets” into helping users navigate everyday life.
- That will spur US proximity mobile payment transaction value past the \$1 trillion milestone by 2027.

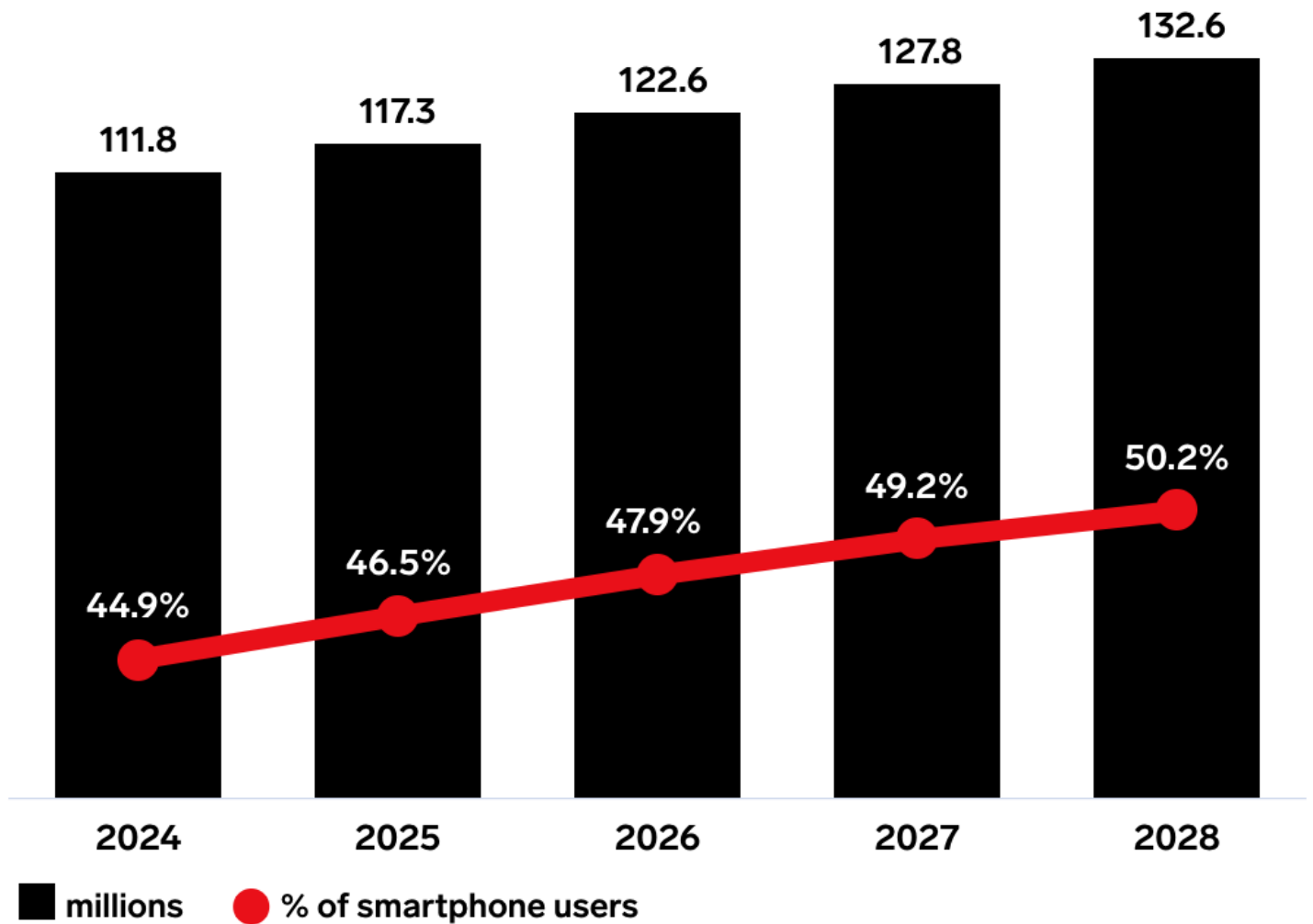
Per-user mobile proximity spend will grow as users adopt digital wallet features.

- By 2028, about half of US smartphone users will make proximity mobile payments at least once a month, per our forecast.
- The number of users will grow at a moderate 4.4% average annual rate from 2024 to 2028, topping out at 132.6 million.
- Proximity mobile payment transaction value will grow much faster (17.2% annually) in that period.

Key takeaway: These new features are transforming digital wallets into commerce enablers. They help users organize their commercial experience and maximize deal-seeking. Examples range from Apple Wallet’s digital order tracking and receipts to Google Pay’s loyalty program integrations.

Proximity Mobile Payment Users and Penetration

US, 2024-2028



Note: ages 14+; mobile phone users who make a proximity mobile payment transaction via mobile phone at least once per month

Source: EMARKETER Forecast, March 2024