

Apple Pay goes live in Qatar and Malaysia to feed volume growth

Article

The news: Apple Pay has added two new markets this month—Qatar and Malaysia—with support for **Visa**, **Mastercard**, and **American Express** cards issued by multiple banks in each region, per NFCW and TechCrunch.

The bigger picture: Expanding internationally can accelerate Apple Pay's growth so it can access booming digital payments usage across the world.

- Cash use is declining across the Middle East and Africa as more consumers and merchants opt for digital payments, making the region more attractive for payment providers like Apple: **Mobile wallets grew 55% annually in 2021** to make up 11.8% of point-of-sale (POS) transaction value, per FIS.
- Likewise, in Malaysia, mobile wallets hold a **15% share of POS transaction value**—but cash and cards still make up 66%, leaving ample room for growth. Apple can also contend with local giants and keep making inroads in Southeast Asia as the region grows.