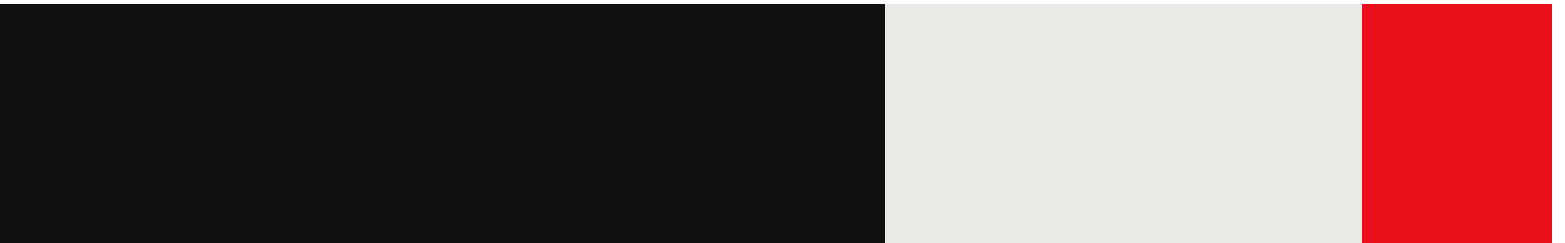


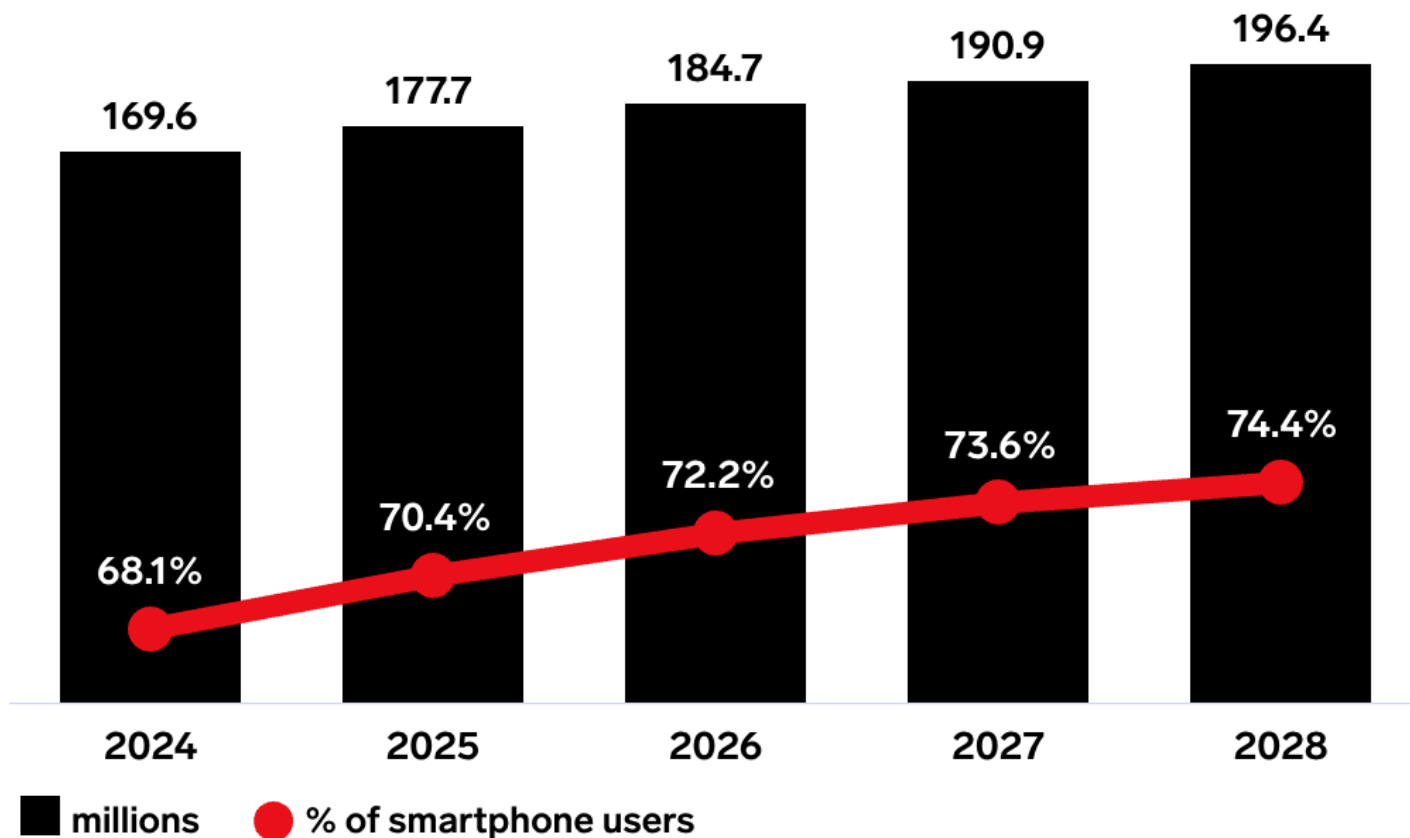
# Three-quarters of smartphone users will send mobile P2P payments by 2028

Article



## Mobile P2P Payment Users

US, 2024-2028



Note: ages 14+; mobile phone users who make a peer-to-peer (P2P) payment transaction via mobile phone at least once per month

Source: EMARKETER Forecast, March 2024

EM EMARKETER

**Key stat:** The number of mobile peer-to-peer (P2P) payment users in the US is growing, reaching nearly three quarters (74.4%) of US smartphone users by 2028, per our forecast.

### Beyond the chart:

- We forecast US mobile P2P payments value will grow 14.5%, reaching \$1.224 trillion this year.

- [Gen Z's](#) adoption of mobile P2P payments in the US will grow the fastest of any generation between now and 2028, but that growth will slow from 35.8% this year to 6.0% by 2028.
- This suggests the window of opportunity for marketing to Gen Z is closing and P2P payment providers should be focusing on attracting [Gen Alpha](#) consumers instead, according to our [US Mobile P2P Payments Forecast 2024](#) report.

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

- Illustrate the saturation of the US mobile P2P payment market.
- Adjust mobile P2P payment marketing strategies.

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

- Credit is the digitization winner, and mobile P2P payments may have a cap, per Fed survey
- In-store retail payments are going contactless amid broadening payment method choice
- Mobile proximity payments are entering the mainstream
- Digital wallets will approach half of POS transaction value share by 2027