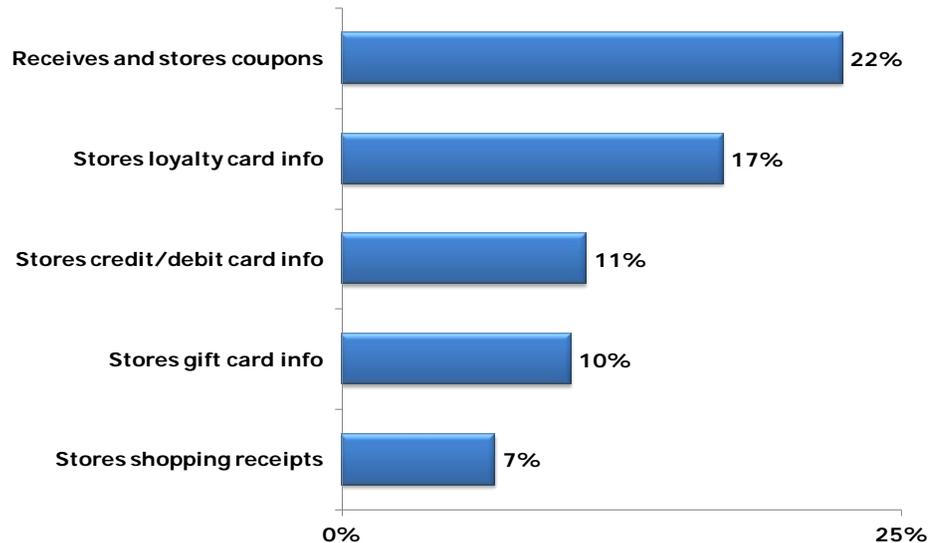


Synopsis **Mobile Wallet App Use**

This report examines the impact of mobile payment applications and location-based services (LBS) and technologies on retail and commerce. It evaluates several competing mobile wallet approaches and profiles the leading mobile wallet solutions. It outlines the opportunities and challenges of mobile wallets for key industry players, including mobile carriers, merchants, and payment industry players. It also includes recent consumer analytics on mobile wallet app use and forecasts of users and transaction values through 2017.

Mobile Wallet App Use on Mobile Phone

(Smartphone Users in U.S. Broadband Households)



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Mobile wallets have the potential to solve multiple pain points for both consumers and merchants, from the friction of entering payment card information manually, to reaching consumers at the most relevant point in their purchase decision-making process, to the challenge of keeping consumers engaged in loyalty programs. "Consumers are increasingly using mobile devices to shop, and mobile wallets are starting to play a central role in the commerce experience," said Jennifer Kent, senior analyst, Parks Associates. "The true potential of mobile wallets will be realized when app developers expand wallet functionality and bring real value to the many players in the commerce ecosystem."

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