

Consumer Payment Preferences - UK - November 2014

Report Price: £2195.00 | \$3554.69 | €2788.33

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“Developers should reframe their task from making it easier to make a payment, and focus on making it easier to find and make purchases. Payments are a means to an end for consumers, payment platforms should remember this.”

– Rich Shepherd, Financial Services Research Analyst

This report looks at the following areas:

- Make methods about more than just paying
- Mobile payments need to develop independent security identities
- A cashless society is widely expected, but not welcomed by most

There were some major developments and announcements in the payments industry in 2014. The biggest announcement came in September when Apple unveiled the details of its long-awaited first move into the mobile payments space with Apple Pay, launched in the US a month later. The technology giant's entry into the market is expected to boost consumer interest and engagement in mobile payments, which have thus far struggled to grasp the public's imagination. On the other hand, the descaling of Weve highlights how smaller, bank-backed attempts at mobile payments could fall under the weight of Apple's shadow.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Trend Application

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Key points

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Key points

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