

## Canadian Consumer Payment Preferences - US - April 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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*“Even with the increased number of options available, mobile payment adoption rates are still very low. However, as the various players in the industry begin to sort out the issues, innovations are being piloted nearly continually. The increasing penetration of both smartphones and tablets mean that mobile payment opportunities for Canadian vendors and consumers are on their way.”*

In this report we answer the key questions:

– Robyn Kaiserman, Financial Services Industry Analyst

- Why aren't consumers using mobile payments?
- How can banks and payments brands encourage usage?

The consumer payment landscape in Canada is changing rapidly as innovations in mobile technology are creating new opportunities for both companies and consumers virtually every day. This report looks at the following:

- How are Canadians' payment behaviors changing?
- What challenges does the industry face in encouraging consumers to overcome their hesitance to using mobile payments?
- What consumer segments offer the greatest potential for using mobile payment solutions?

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