

# Digital Disruptors: The Global Competitive Landscape of Digital Wallets

June 2021

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## INTRODUCTION

About the report

Key findings

## STATE OF PLAY

Pandemic drives use of digital wallets as consumers shift away from cash

Governments have a keen interest in digital wallets

Banks not in the driver's seat in the evolving digital wallet journey

Digital wallets continue to expand use cases and technical sophistication

Merchant integration in digital wallets paves way for super apps

## PROFILES ON GLOBAL DISRUPTORS

Alipay

Amazon Pay

Apple Pay

BBVA app

Click to Pay

Google Pay

PayPal

PayU

Paytm

Samsung Pay

Qivi

## PROFILES ON DISRUPTORS IN THE AMERICAS

CoDi

Mercado Pago

## PROFILES ON DISRUPTORS IN ASIA

GoPay

LINE Pay

PayLah!

PayMaya

PromptPay

TrueMoney

WeChat Pay

## PROFILES ON DISRUPTORS IN EMEA

BKM Express

BLIK

Lidl Pay

Paylib

RaiPay

Satisfay

SnapScan

stc pay

Swish

Yoyo Wallet

## PROSPECTS

Digital wallets still have a long way to go for online purchases

Funding mechanism vests power in banks, although shifts are possible

Digital wallets to see greater partnerships in the evolving payments scene

Investor interest in fintechs leading to increased funds for digital wallets  
Digital wallets push to store and transact crypto and digital currencies  
Enhanced trust in security to drive greater digital wallet usage in future

## APPENDIX

Digital Consumer analysis regularly leverages multiple methodologies  
An overview of methodologies often used in Digital Consumer analysis (1)  
An overview of methodologies often used in Digital Consumer analysis (2)

## About Euromonitor International

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/digital-disruptors-the-global-competitive-landscape-of-digital-wallets/report](http://www.euromonitor.com/digital-disruptors-the-global-competitive-landscape-of-digital-wallets/report).