

# GOOGLE WALLET®

VS.

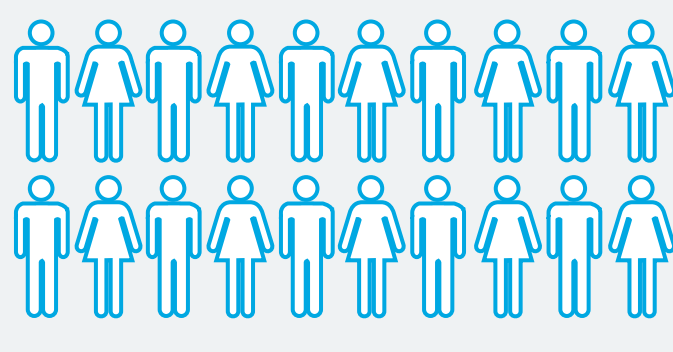
# APPLE PAY®

Breaking down two prominent mobile wallet players

When it launched in 2014, Apple® joined a relatively empty marketplace. Now, Apple Pay and Google Wallets are the dominant mobile payment systems after stalwart PayPal®. How do they stack up against each other at the beginning of 2015?

## NUMBER OF USERS

20 million



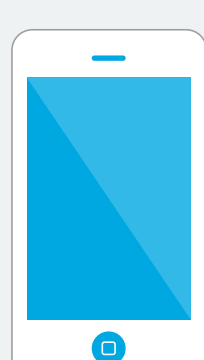
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1 million



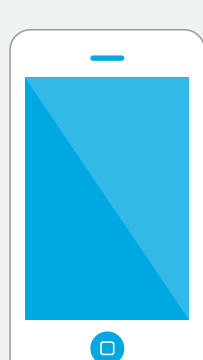
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## SHARE OF SMARTPHONE MARKET



52%

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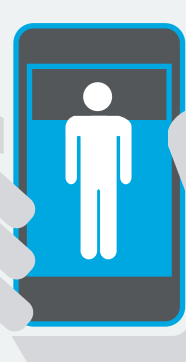


38%

of US Market

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## TOTAL PHONE USERS



72 MM

Android

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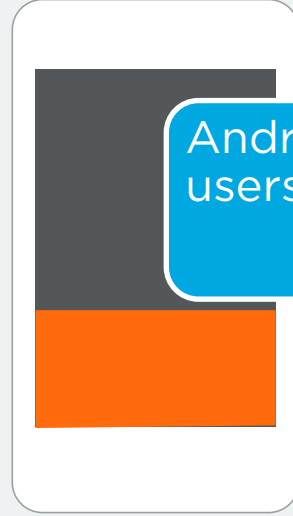


63.5 MM

iPhone

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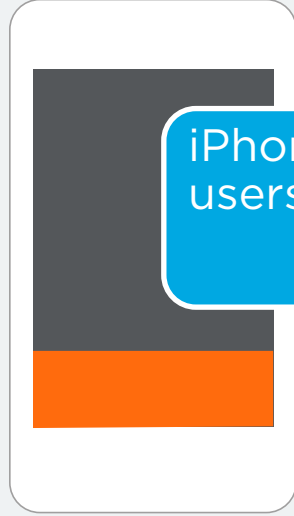
## USERS WITH MOBILE WALLET



Android users

20%

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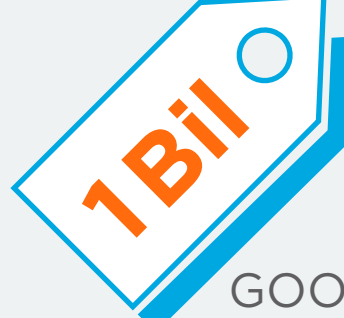


iPhone 6 users

17%

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## MONEY SPENT ON MOBILE WALLET

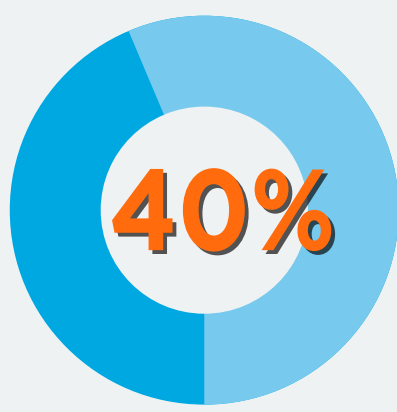


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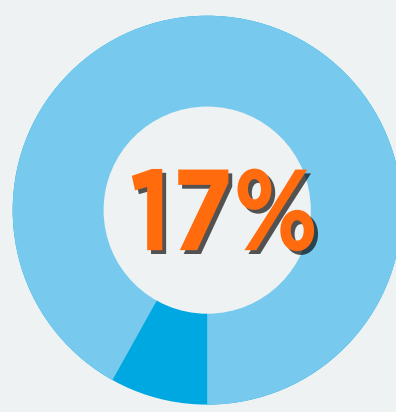
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## MOBILE WALLET MARKETSHARE



40%

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17%

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## VENDOR AVAILABILITY

300,000



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220,000



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## CARD PARTNERS

2



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8

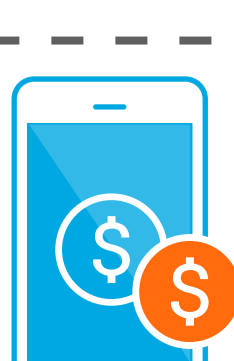


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## DID YOU KNOW?

The most common types of purchases made with mobile devices are:

- 35% coffee and beverages
- 32% retail clothing
- 20% groceries
- 18% books



Mobile payment transactions are expected to reach **\$721 billion by 2017**

Amazon Wallet® was a leading contender with Apple® and Google® until shutting down in February 2014



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