

Contraction in Migrant Workers Impacts Mobile Money Transfer Market by 50%, down to \$73bn by 2011

Submitted by: Juniper Research

Wednesday, 4 February 2009

Hampshire, UK – 4th February 2009: A new study by Juniper Research indicates that the mobile money transfer market will be particularly vulnerable to the effects of the global recession. The rapidly changing economic downturn is forecast to have an immediate impact on the gross value of mobile money transfers, with the market in the worst case scenario reaching \$73bn by 2011. This is some 50% less than previously forecast, although strong growth overall is still expected in the long term.

The Juniper Research mobile commerce report (<http://www.juniperresearch.com/shop/viewreport.php?id=172>) determined that the short term impact of the recession is likely to be felt most severely in this market owing to the effect of job losses in the migrant worker population.

Report author Howard Wilcox pointed out: "We are still in the early stages of the recession but we are already observing significant layoffs which will affect a market where the growth is fuelled by migrant workers sending remittances home to families. Workers from countries such as India, the Philippines and Mexico are likely to be hit in this way because of the sheer numbers working abroad as expatriates. However, we still see this market long term as a significant growth opportunity."

The Juniper report determined that all the mobile commerce market segments are still set to grow significantly over the next five years driven by a range of factors including user demand, but they will all be affected to a greater or lesser extent by the recession. The report includes a top level assessment of the impact of the global economic situation resulting from the credit crunch on the main mobile commerce market segments.

The Juniper Research mobile commerce study (<http://www.juniperresearch.com/shop/viewreport.php?id=172>) analyses the trends and issues affecting the mobile commerce market, across all the main segments providing forecasts of gross transaction values for digital goods and physical goods purchases, NFC (Near Field Communications), mobile money transfers, ticketing, coupons and banking. The report also presents the latest application and services examples and case studies from in excess of 60 mobile commerce companies pioneering in this developing market.

Mobile Commerce whitepapers (<http://www.juniperresearch.com/whitepapers.php?category=70>) and further details of the study, 'Mobile Commerce: Prospects for Payments, Ticketing, Coupons and Banking 2008-2013' can be freely downloaded from www.juniperresearch.com. Alternatively please contact John Levett at john.levett@juniperresearch.com, telephone +44(0)1256 830002.

Further reports in the Mobile Commerce Stream are:

- Mobile Payment Markets: Digital and Physical Goods 2008-2013
- Mobile Payment Markets: Contactless NFC 2008-2013
- Mobile Payment Markets: Money Transfers and Remittances 2008-2013
- Mobile Payment Markets: Strategies and Forecasts 2008-2013
- Mobile Ticketing: Transport, Sport and Entertainment and Other Events 2008-2013
- Mobile Coupons: Strategies, Applications & Markets 2008-2013

- Mobile Banking: Strategies, Applications & Markets 2008-2013

Juniper Research provides research and analytical services to the global hi-tech communications sector, providing consultancy, analyst reports and industry commentary.