Mobile-Payment-Landschaft Europa

Status quo und Ausblick zu nationalen, globalen & europ. Lösungen
Berlin, 21. Januar 2026

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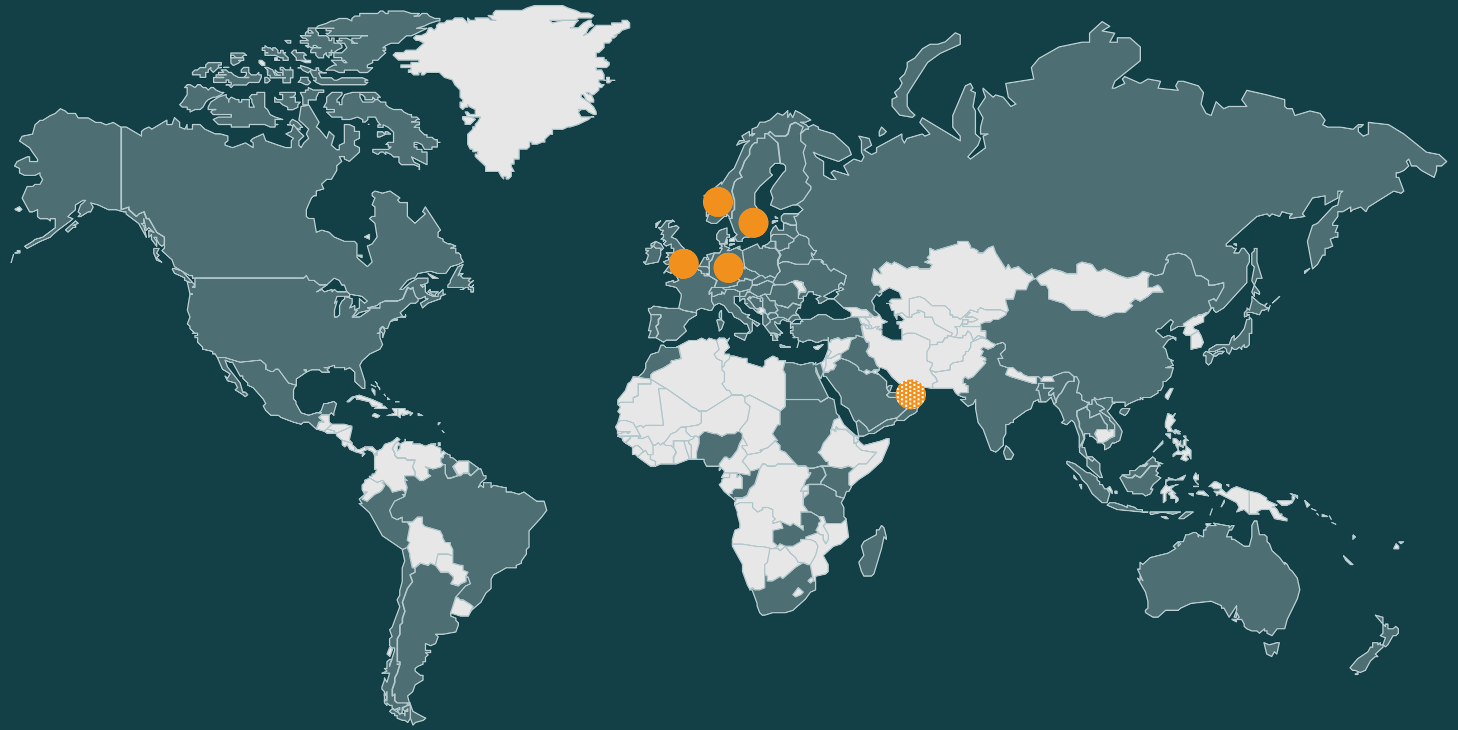
Arkwright ist eine europäische Beratungsboutique mit internationalem Footprint, breiter Projekterfahrung und einem über 20-jährigen Fokus auf das Kartengeschäft

- **Strategie- und Managementberatung** mit skandinavischen Wurzeln
- 250 Mitarbeiter fokussiert auf verschiedene Branchen – über **100 Mitarbeiter im Payment & Banking**
- Globaler Footprint mit Erfahrungen aus **1.500+ Projekten im Payment & Banking**
- Tiefgehendes Verständnis der **Geschäfts- und Betriebsmodelle** entlang der gesamten Wertschöpfung
- Maßgeschneiderte Konzepte und umsetzbare Empfehlungen durch **partnergeführte, erfahrene Teams**



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HAMBURG


OSLO


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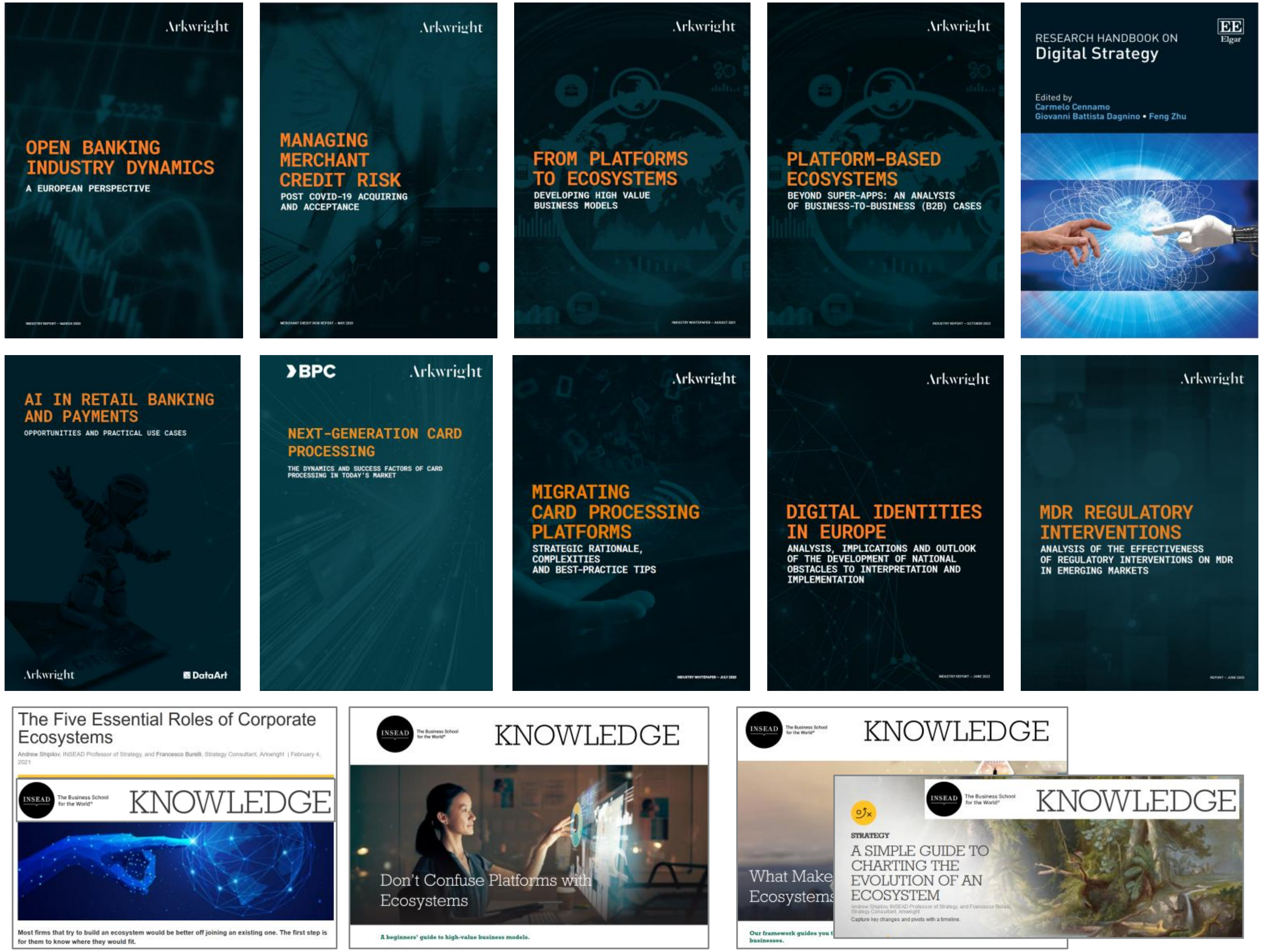
LONDON

Arkwright publiziert kontinuierlich zu Payments und digitaler Transformation – u. a. zu Mobile Payments in Europa

Publikationen im Bereich Payment & Banking



Jährliche Publikation des **Mobile Payments Reports**

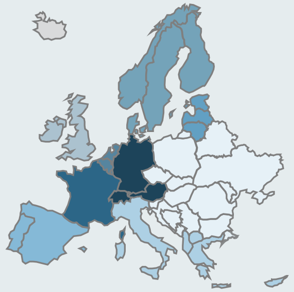
Note: Non-exhaustive Illustration.
Source: Arkwright

Within the wider European context, a broad range of mobile payment solutions are intensifying competition as domestic players expand to a regional position

Types of mobile payment solutions

Open solutions

Domestic mobile payment systems



Country-specific payment schemes tailored for local markets

Examples

vipps, blik, swish, MB WAY, bizum, TWINT

Global mobile wallets

Digital wallets operating internationally with wide acceptance across multiple countries in several continents

Examples

Pay, G Pay, PayPal, Alipay, Pay, SAMSUNG pay

Pan-European mobile payment initiatives

Mobile payment initiatives aimed at creating a unified mobile payment ecosystem across Europe

Examples

epi, EUROPA, EMPSA

Closed solutions

Merchant specific solutions

Closed-loop solutions usable at specific merchants or merchant associations only

Examples

LIDL Plus, amazon pay, allegro PAY

Bank specific systems

Closed-loop solutions provided by specific banks only

Examples

BT Pay, KEKS PAY, NLB

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Sources: Arkwright European Mobile Payment Report 2025, Arkwright research

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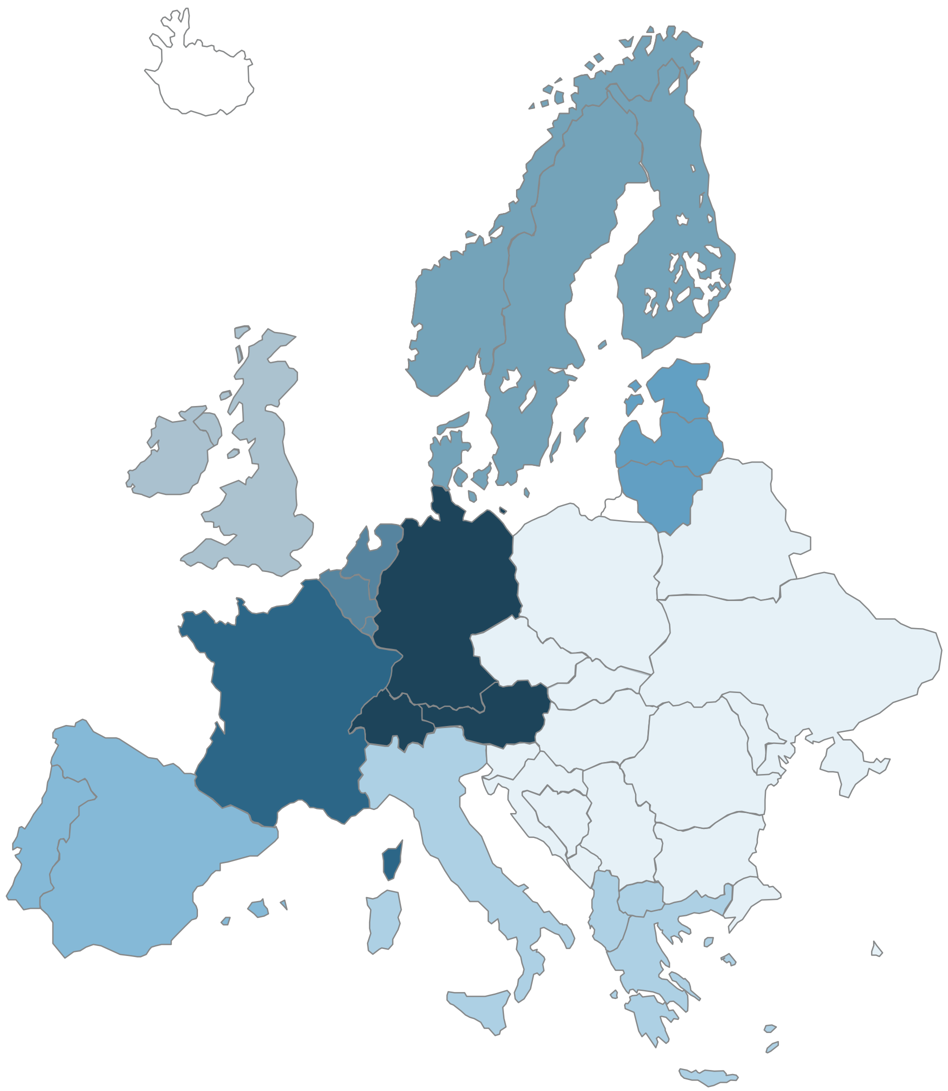
The European mobile payment market is a fragmented landscape of 40+ domestic solutions, currently lacking standardization and scale

Domestic mobile payment systems (1/5): European overview



Nordics	Vipps, Siirto, MobilePay, Payson by Svea, Swish
UK & Ireland	Skrill
Benelux	payconiq, iDEAL
France	Lydia, Lyf
Iberia	bizum, MB WAY, BBVA, MEO
Baltics	Paytailor, paysera
DACH region	bluecode, PAYBACK, Pay with Charlie, ZOIN, TWINT, VIPASO
Eastern Europe	blik, PayU, twisto, KEKS Pay, barion, cellum, mBills, simple by OTP, KVIKO, Yettel, blink P2P, BT Pay, VALÚ, NLB, flik
Southern Europe	e-PAY, Plick, postepay, Bank of Cyprus, satispay

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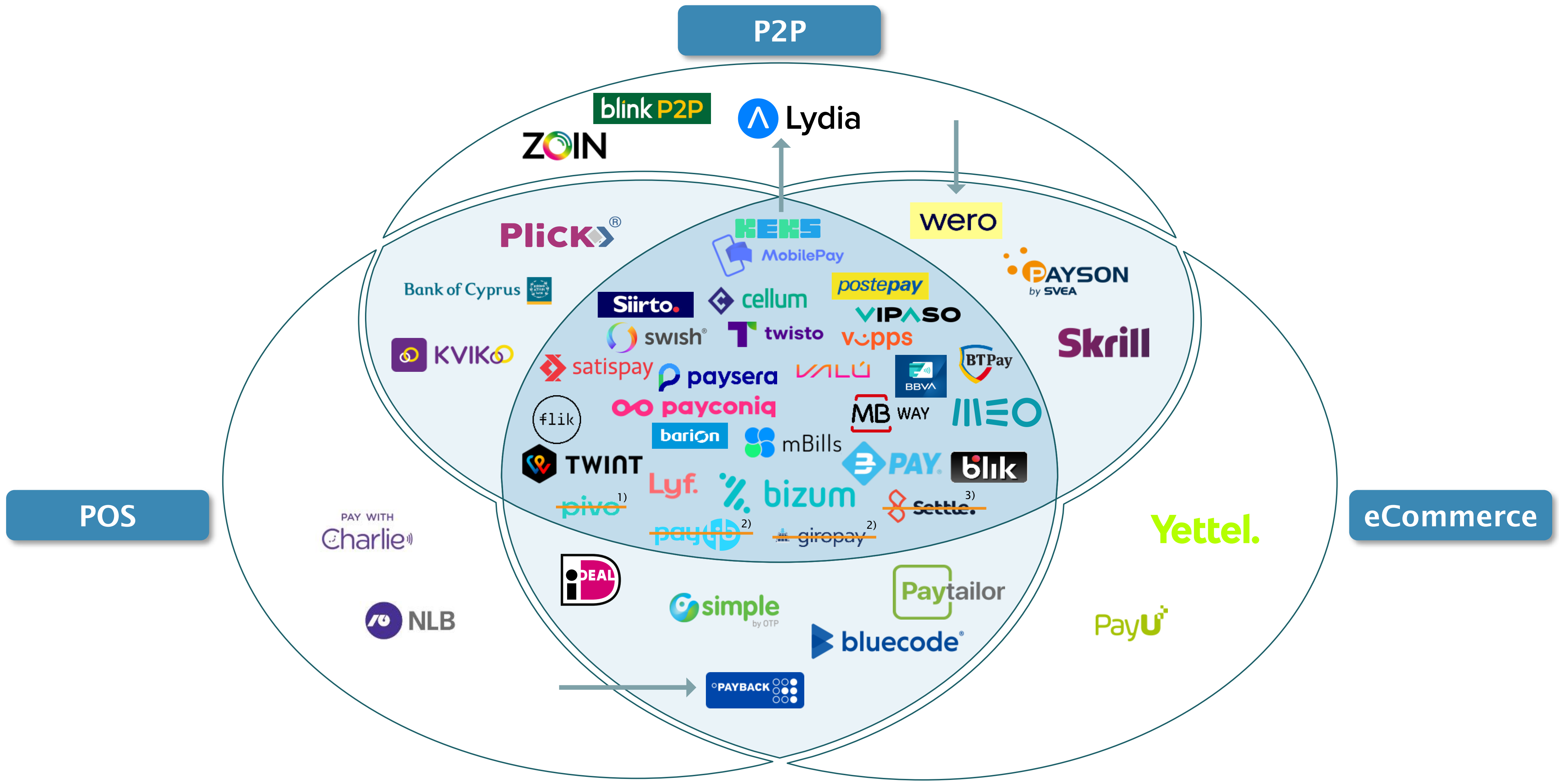
Over the past decade, domestic mobile payment solutions have evolved from single- or dual-channel offerings to cover all three major payment channels

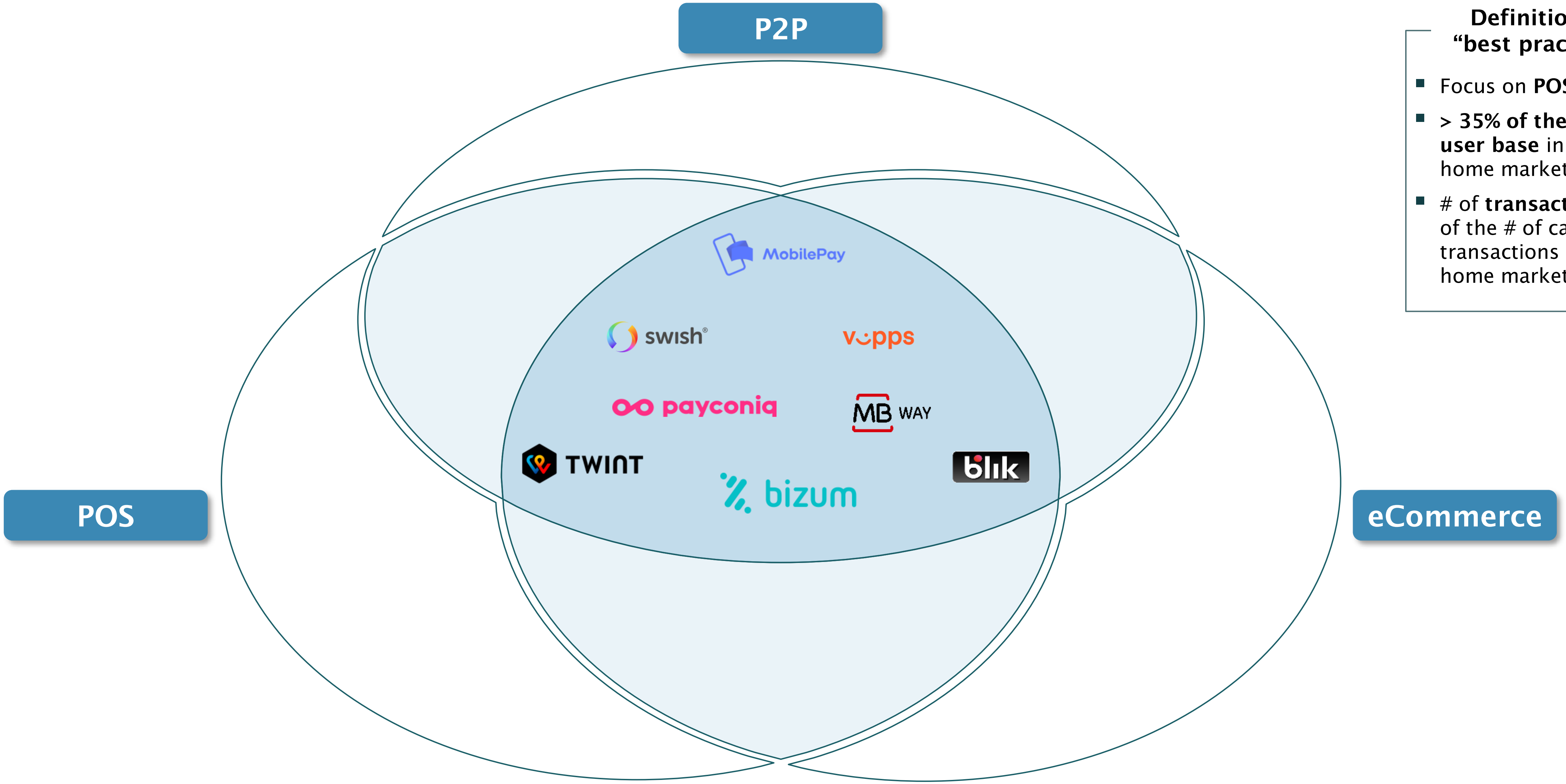
Domestic mobile payment systems (2/5): Payment channels



Sources: Arkwright European Mobile Payment Report 2025, Arkwright research
1) Pivo operations were suspended
2) Paylib and giropay replaced by Wero (EPI)
3) Settle was acquired by Sokin end of 2024. Further operations not defined at this point
4) POS and eCommerce functionality to be rolled out end of 2025 / 2026

Some mobile payment solutions have shown notable, rapid growth, achieving high adoption and usage in their markets and can be considered "local heroes"

Domestic mobile payment systems (2/5): Payment channels

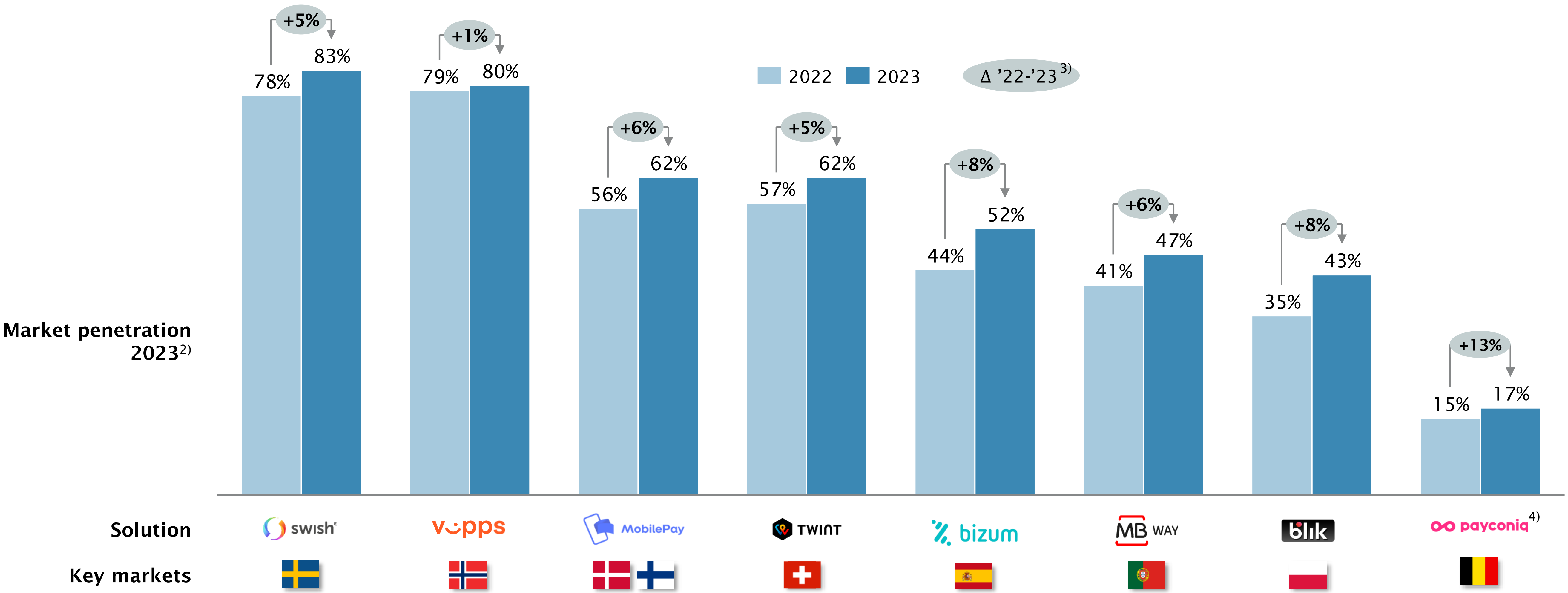


Definition of "best practices"

- Focus on **POS channel**
- **> 35% of the total user base** in their home market
- # of **transactions >5%** of the # of card transactions in their home market

What sets the local heroes apart is their high penetration and dynamic growth, which underpin their ability to substitute and/or complement card-based payment methods

Domestic mobile payment systems (3/5): Market penetration "local heroes"



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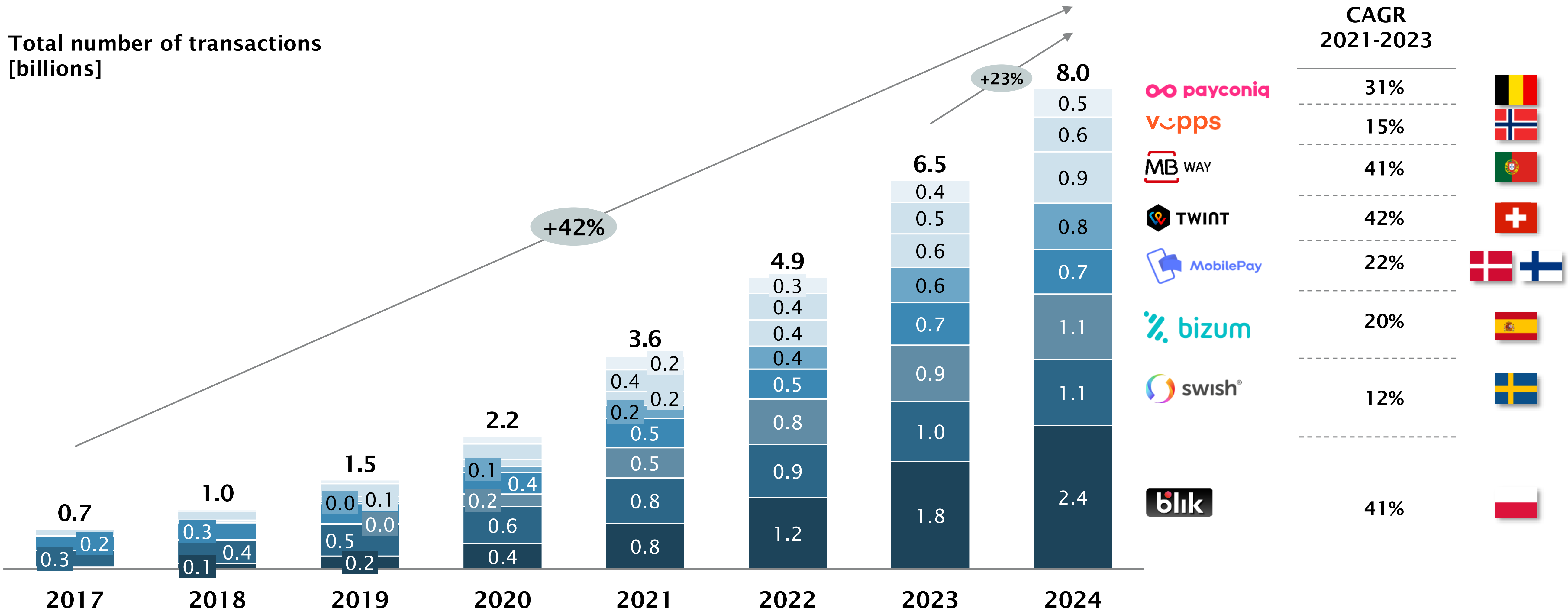
Sources: Arkwright European Mobile Payment Report 2025, Arkwright research
1) Ratio to total card transactions in country of origin
2) Number of users in relation to home market population 2023
3) Delta to 2022 in percentage points
4) Payconiq will be replaced by Wero in the future. Estimated figure for 2022

We have identified several “local heroes” across different European markets which continue to show strong growth – a trend that becomes notably clear when viewed cumulatively

Domestic mobile payment systems (4/5): Growth of dynamics “local heroes”



The growth significantly exceeds that of card payments in Europe, which saw a CAGR of ~12% in the Euro area between 2017 and 2024

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Sources: Arkwright European Mobile Payment Report 2025, Arkwright research

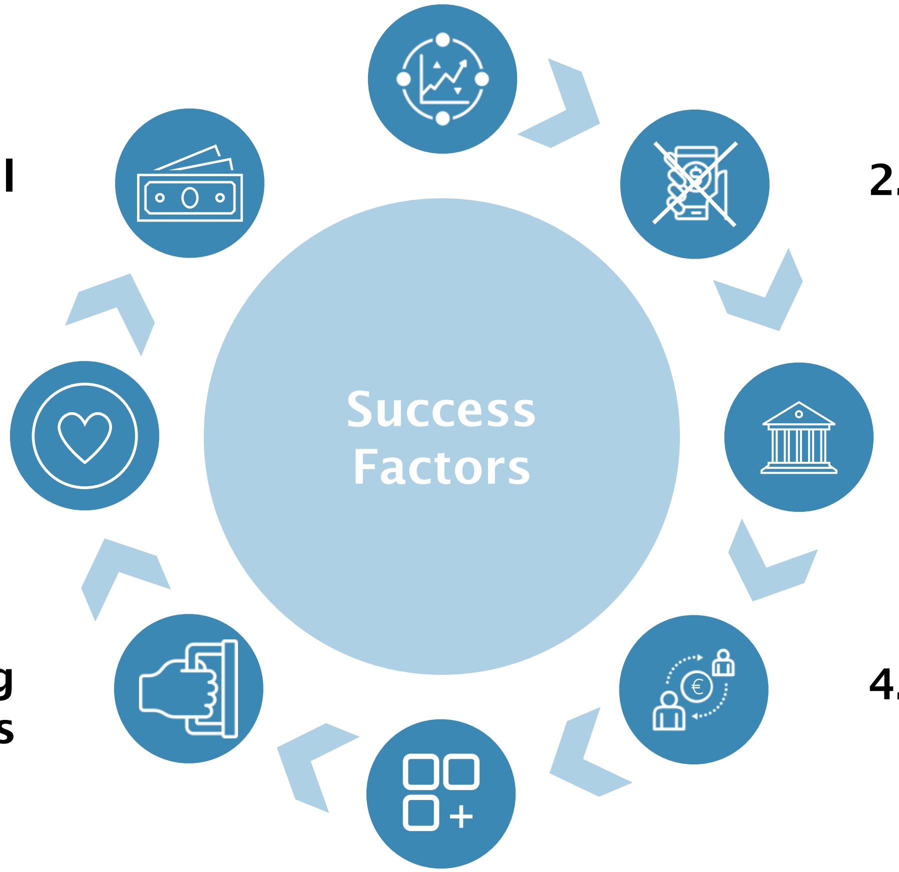
By analyzing the growth of the “local heroes” and identifying certain patterns, it is possible to derive critical success factors

Domestic mobile payment systems (5/5): Success factors

1. Favourable market environment

8. Sustainable business model

2. No comparable alternatives



7. Building a trusted brand

3. Collaboration (with local banks)

6. Creating a “pull” among merchants

4. Solving an actual market problem

5. Superior customer experience

Agenda

Domestic mobile payment systems

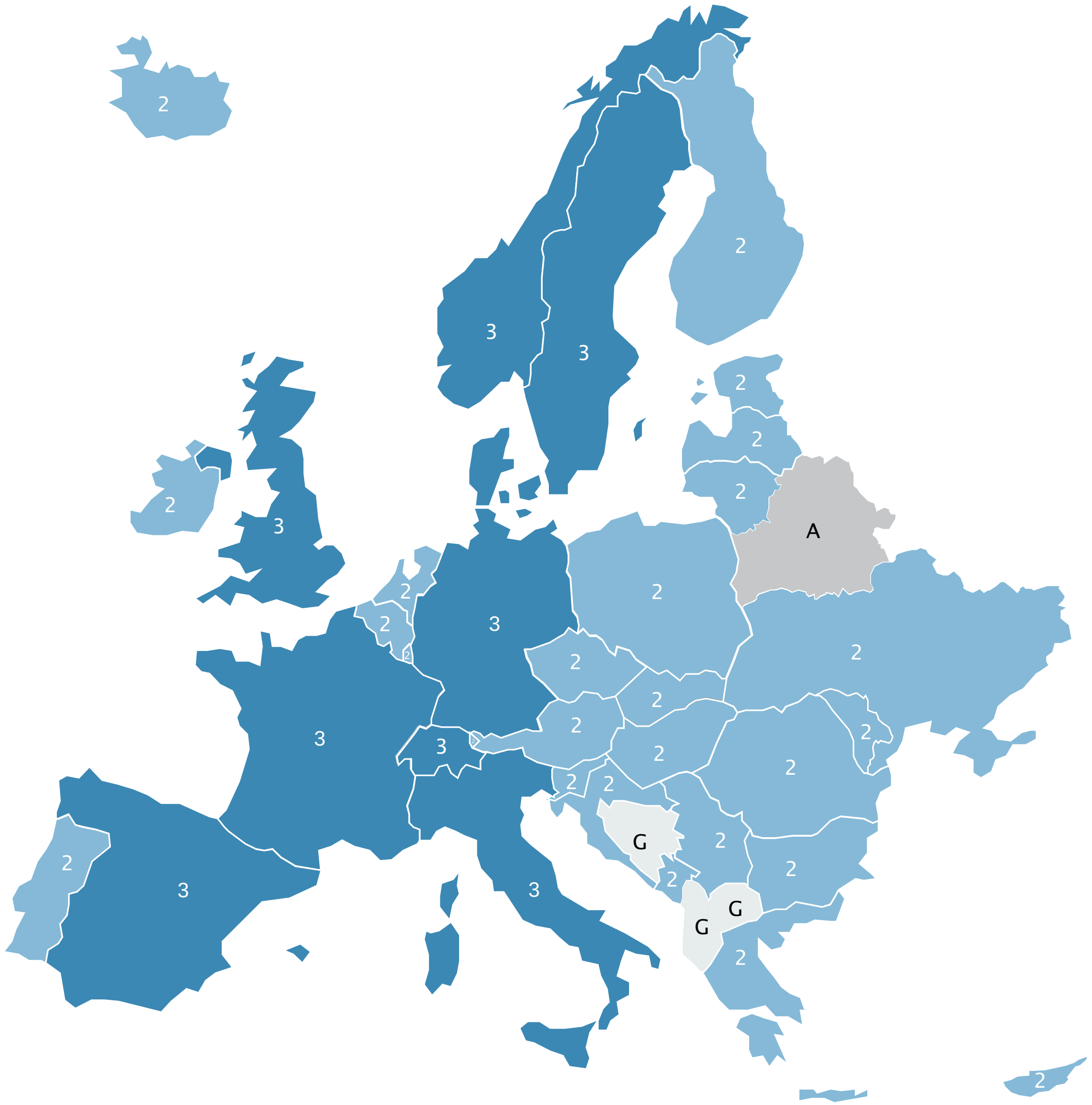
Global mobile wallets

Pan European initiatives

Outlook

Leading OEM Pays such as Apple Pay and Google Pay are now present across virtually all of Europe

Global mobile wallets (1/4): European footprint of OEM Pays



OEM Pay roll-out status:

- **3** Apple Pay, Google Pay, Samsung Pay rolled out
- **2** Apple Pay and Google Pay rolled out
- **A** Apple Pay only
- **G** Google pay only

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Sources: Arkwright European Mobile Payment Report 2025, Arkwright research

Both Apple and Google initially focused on Western Europe before rolling out their services to Eastern European markets; Samsung Pay has no presence in Eastern Europe yet

Global mobile wallets (2/4): European rollout of OEM Pays

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
	Rollout start (Apple Pay)	Rollout start (Google Pay, Samsung Pay)								
Apple Pay	GB	ES, MC, Fr, CH	IE, FI, DK, SM, SE, IT	UA, PL, DE, NO, BE	CZ, MT, AT, LI, LT, HU, LV, HR, RO, GR, IS, BG, CY, SI, NL, PT, BY, LU, SK, EE	ME, RS	*n/a*	MD		*n/a*
Google Pay	*n/a*	GB, IE, PL	ES, UA, BE, LI, LT	DE, NO, FR, LI, SE, DK, MC, SM, IT	CH, FI	AT, PT, GR, EE, HU, NL, LV, RO, LT, BG	*n/a*	MD, LI, RS, LU, IS, MT, SI, CY	ME, AL, MK, BA	XK, AD
Samsung Pay	*n/a*	ES	GB, SE, CH	FR	*n/a*	DE	*n/a*	DK	*n/a*	*n/a*

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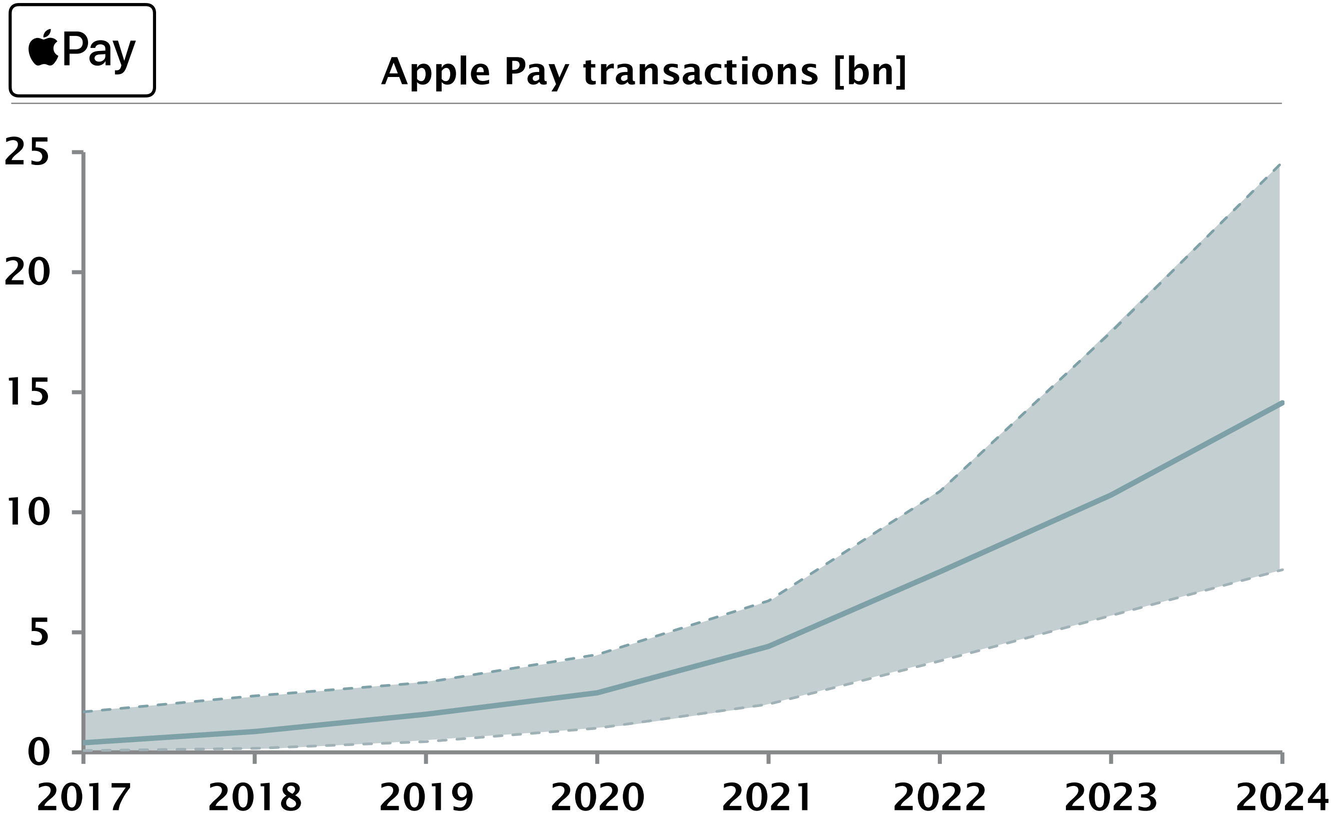
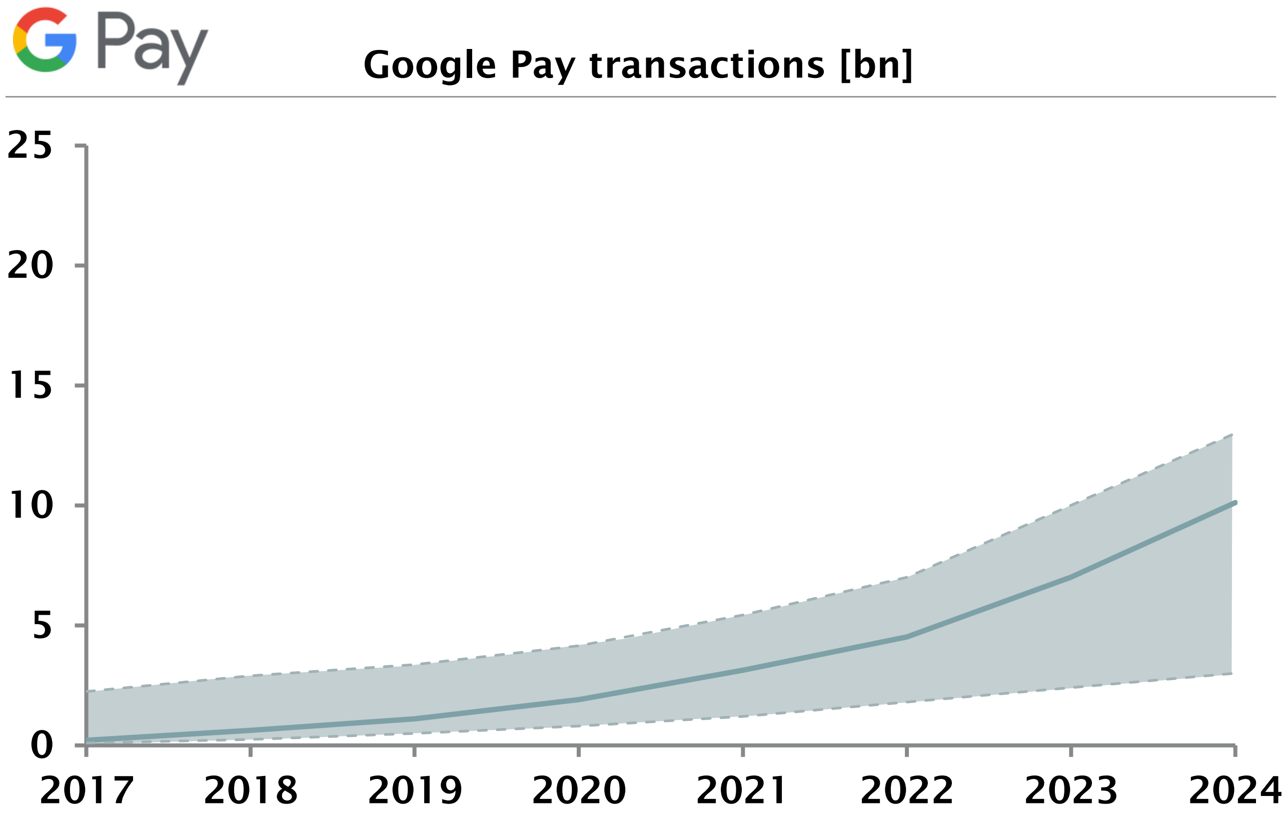
Sources: Arkwright European Mobile Payment Report 2025, Arkwright research

To approximate the order of magnitude of transaction volumes for OEM Pays, we have developed a range of quantitative models combining a broad range of market data

Global mobile wallets (3/4): OEM Pay transaction volume estimation

SCENARIO BASED APPROXIMATION





Upper/lower range — Median approach

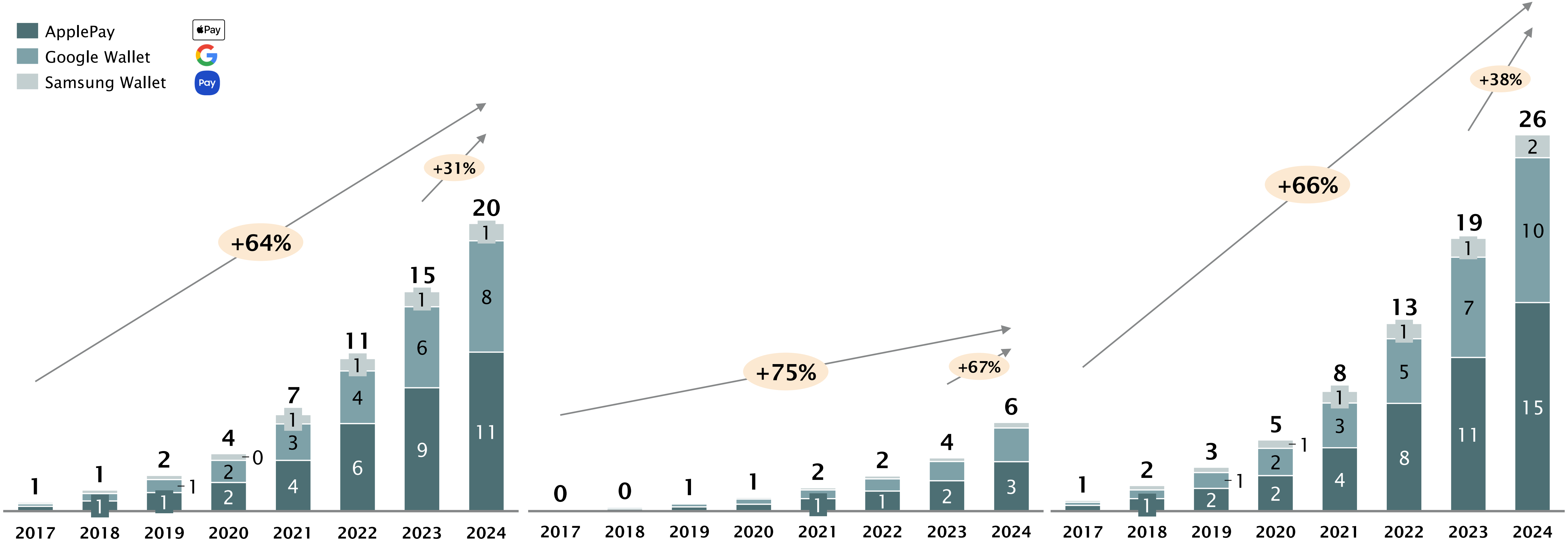
No official figures have been **reported** by the OEM players themselves. To approximate the order of magnitude, we have **developed a range of quantitative models combining market data, selected figures reported by OEMs** (e.g. during analysts' briefings), **annual financial statements, local market insights** and **expert estimates.**

Unsurprisingly, the findings show that OEM Pays have grown rapidly, with a CAGR of approximately 66% between 2017 and 2024 – driven primarily by POS transactions

Global mobile wallets (4/4): OEM Pay transaction channel split

MEDIAN MODEL APPROXIMATION

POS transactions *[bn]* | **E-Com transactions** *[bn]* | **Total transactions** *[bn]*

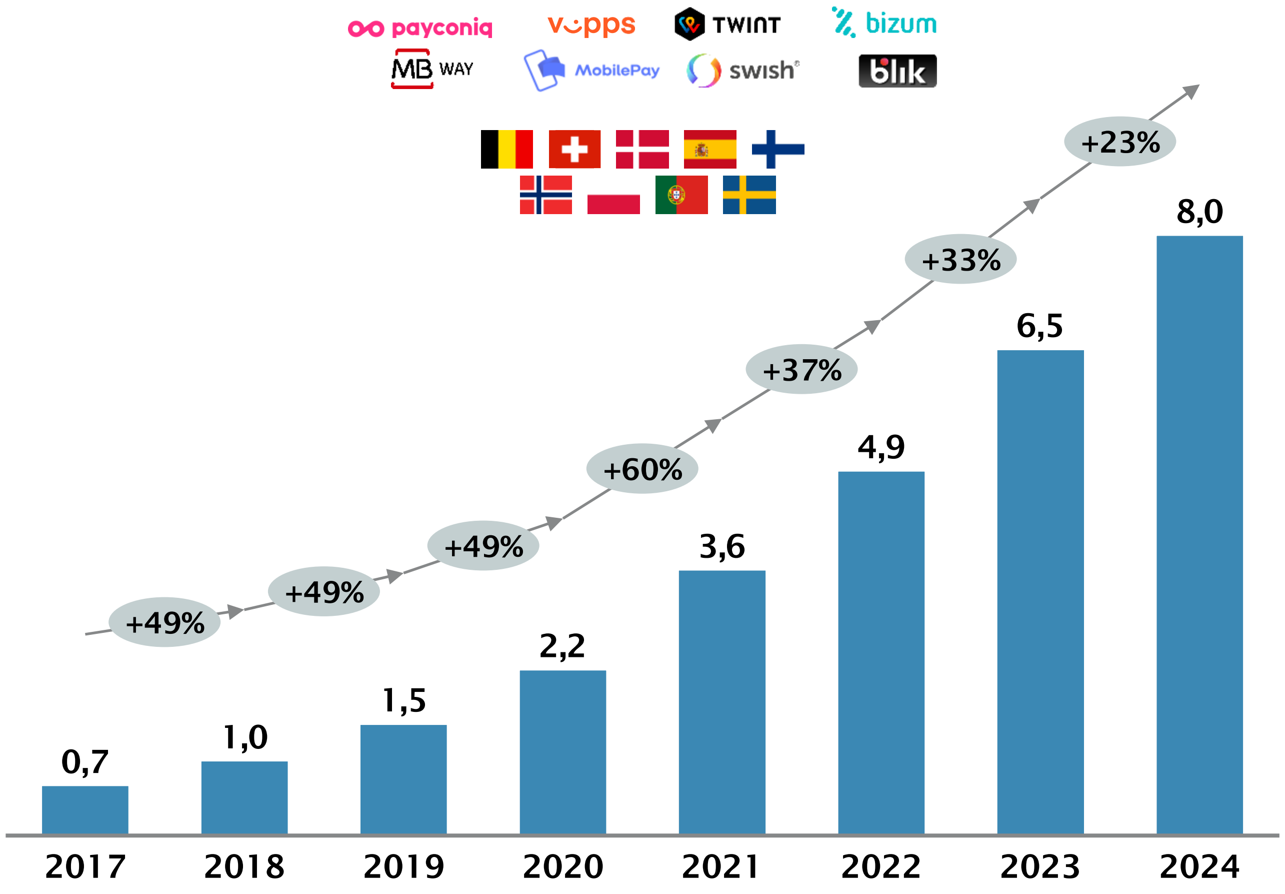


Depicted figures are **estimations based a country-level modelling approach**, combining **available information** on wallet usage and transaction distribution, among others. **High degree of uncertainty regarding accuracy of the figures remains**

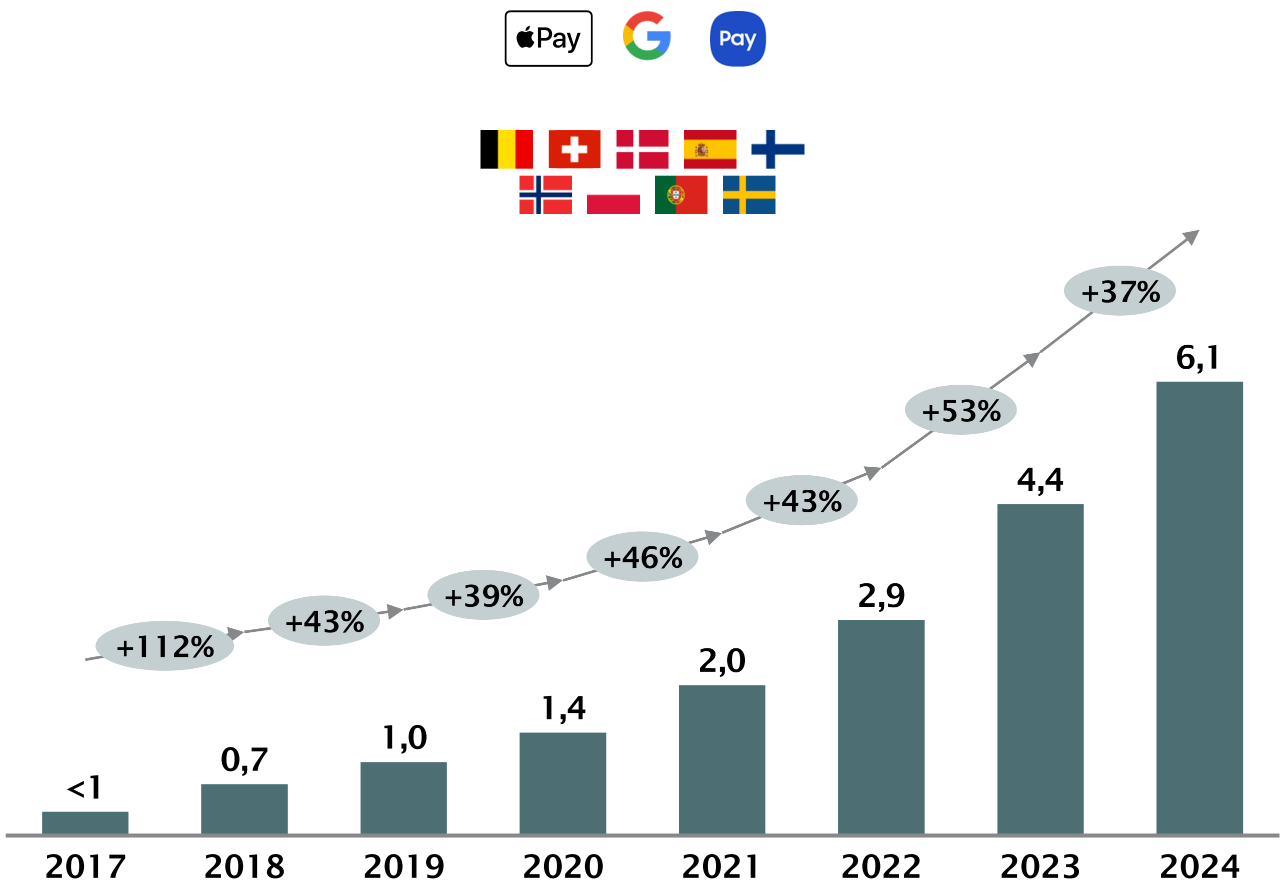
Even in markets where successful local heroes are active, OEM Pays appear to be growing faster on average

Growth dynamics (1/2): "Local heroes" and OEM Pays in selected markets

Domestic success case transactions [bn]



Estimated OEM solution transactions [bn]



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Sources: Arkwright European Mobile Payment Report 2025, Arkwright research

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Pan European initiatives

Outlook

At the European level, partnerships are proving highly dynamic and gaining momentum – the key challenge remains converting this into consumer adoption

Pan-European mobile payment initiatives: EuroPA and EPI

EXTRACT

Updates EuroPA

11 / 2024
- European Payments Alliance (EuroPA) launched by **Bancomat (IT), Bizum (ES)** and **MB Way (PT)**

05 / 2025
- First cross-border **mobile P2P payments transactions**
- **Vipps MobilePay** joins the initiative (for cross-border interoperability with **DK, FI & NO** by 2026)

06 / 2025
- **Blik (PL)** and **IRIS (GR)** join and start integrating

11 / 2025
- **First P2P transaction** between Portugal and Norway as well as Portugal and Poland

Updates EPI

02/ 2025
- **PPRO** new principal member for POS-/e-/m-commerce
- **Nexi Germany** and **Computop** join as acquirers for merchant integration

06/ 2025
- **Unzer** becomes a principal member
- **Revolut** joins EPI, to offer Wero in BE, FR and DE

- **EPI and EuroPA** launched a joint initiative to evaluate a **pan-European solution** for key payment use cases, starting with P2P transfers. In September, the **exploratory phase completed** and **feasibility study started**

07/ 2025
- Five smaller **Belgian banks** join
- **Austrian banks** review potential participation in EPI

11 / 2025
- **More joiners:** DeuBa, N26, Nueivi, PoBa, RBI as PSP etc.
- Further markets in CEE expected

01 / 26
- **girocard** to become a funding instrument
- Partnership with EuroPA via a **central bridge**

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Sources: Arkwright European Mobile Payment Report 2025, Arkwright research

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Europe’s mobile payment landscape may evolve along three scenarios – with multi-regional clusters emerging as the most likely path

Medium-term scenarios for Europe

← *Consolidation* — *Fragmentation* →

Single European Solution

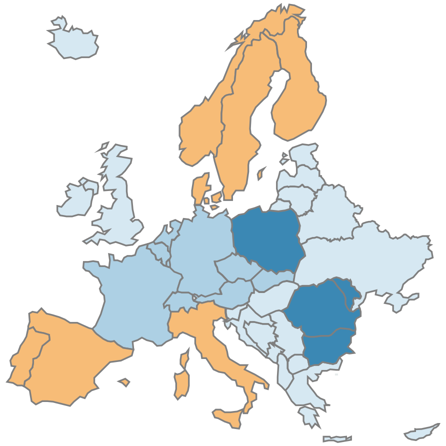
A **European standard** is successfully defined which manages to unite (a majority of) the domestic solutions

Potential key enablers:

- EPI home markets gain significant traction
- A successful partnership between EPI and EuroPA is built
- EPI expands to other markets via M&A, white-labelling etc.
- D€ adds value / synergies, not friction

Multi-regional Clusters

Expansion and consolidation activities form **regional champions** through M&A and/or partnerships

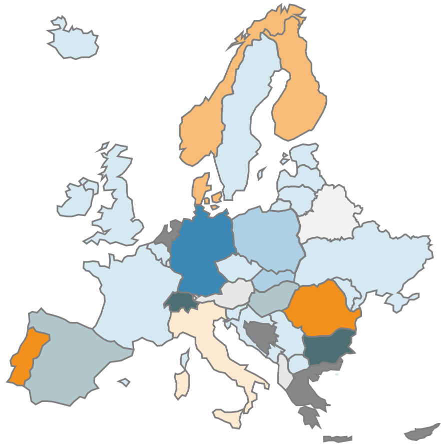


Potential key enablers:

- Further expansion of “local heroes”
- Increasing interoperability for cross-border-payments (e.g. EuroPA)
- Consolidations between successful solutions in certain regions

Continued fragmentation

Various domestic, interregional and OEM payment methods prevail in Europe



Potential key enables:

- Domestic solutions solidify their position (in co-existence with strong OEM solutions)
- Wero doesn’t manage to gain further traction and remains a local player

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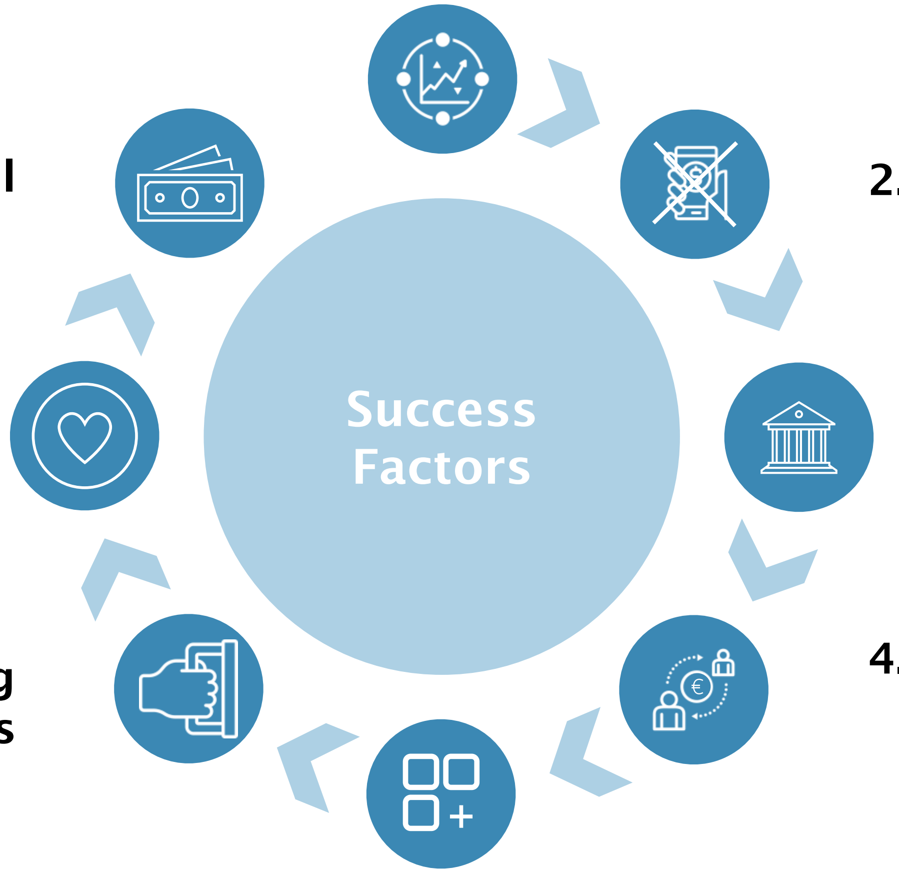
By analyzing the growth of the "local heroes" and identifying certain patterns, it is possible to derive critical success factors

Evaluation success factors



1. Favourable market environment ✓

2. No comparable alternatives ?

3. Collaboration (with local banks) ✓

4. Solving an actual market problem ?

5. Superior customer experience ?

6. Creating a "pull" among merchants ?

7. Building a trusted brand ?

8. Sustainable business model ?

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