



2016
Mobile Money
in Latin America
& the Caribbean





Latin America saw a threefold rise in mobile money deployments in the last five years, a faster growth rate than seen globally



Mobile money deployments

	2011	2016
The Caribbean	1	6
Central America	6	10
South America	3	17
Latin America & the Caribbean	10	33
Global	116	277



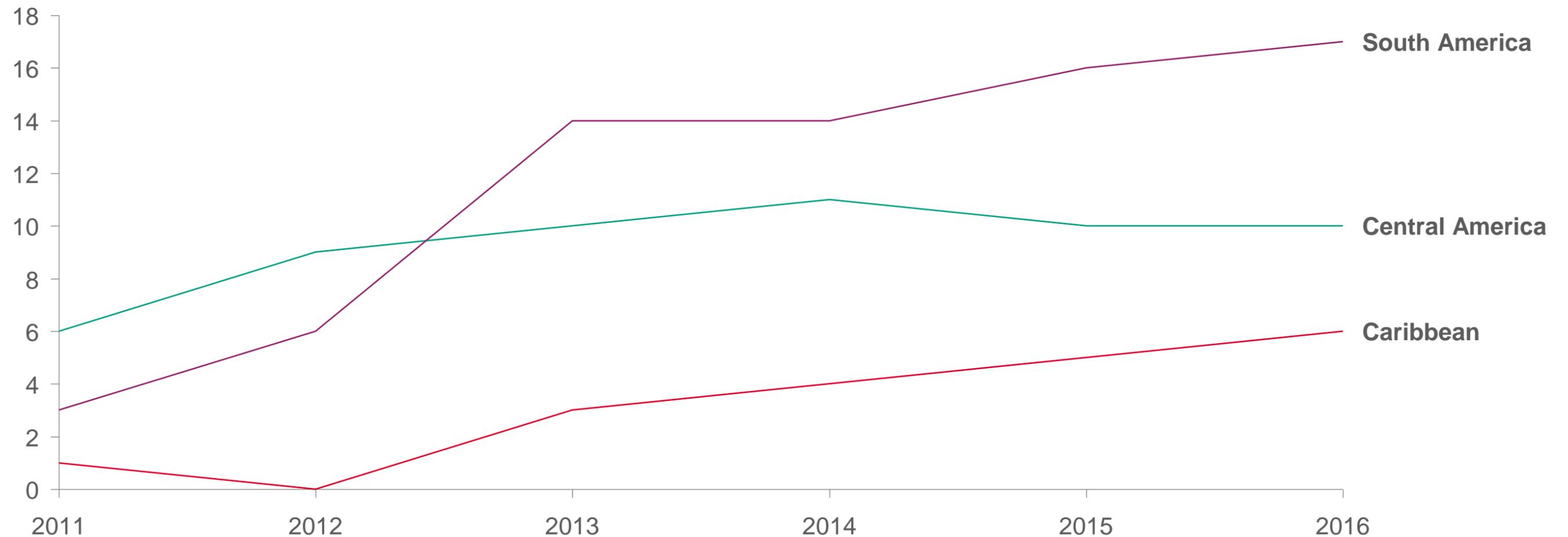
Markets with mobile money

	2011	2016
The Caribbean	1	3
Central America	4	6
South America	3	8
Latin America & the Caribbean	8	17
Global	63	92



Over the last five years, the number of deployments has risen consistently across sub-regions

Latin American deployments by sub-region, 2011 to 2016



Source: GSMA Mobile Money Deployment Tracker

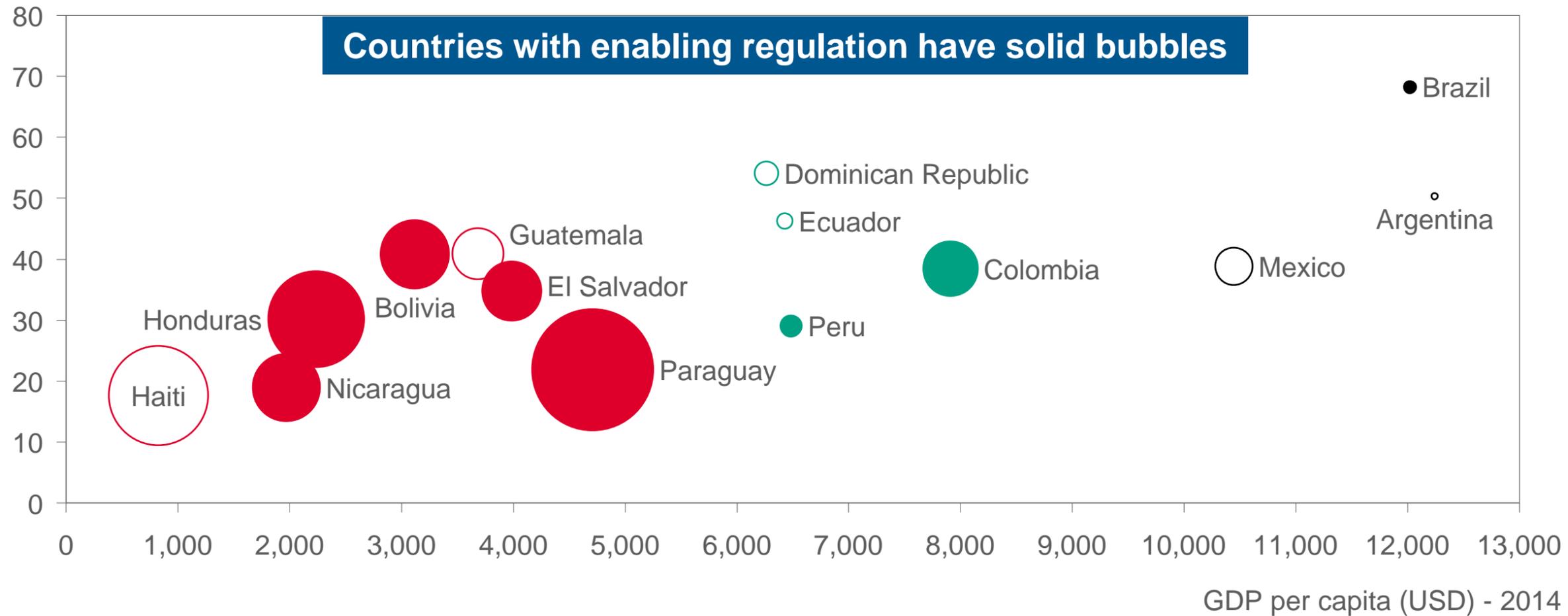
Note: this graph recognises deployments operational at the end of each year



Markets with lower account penetration and lower GDP per capita have tended to show a higher adoption of mobile money

Type I and Type II markets by adoption rate

Account at a FI (% age 15+)



Key

- Type I
- In between
- Type II

Adoption rate scale

- Low
- Medium
- High

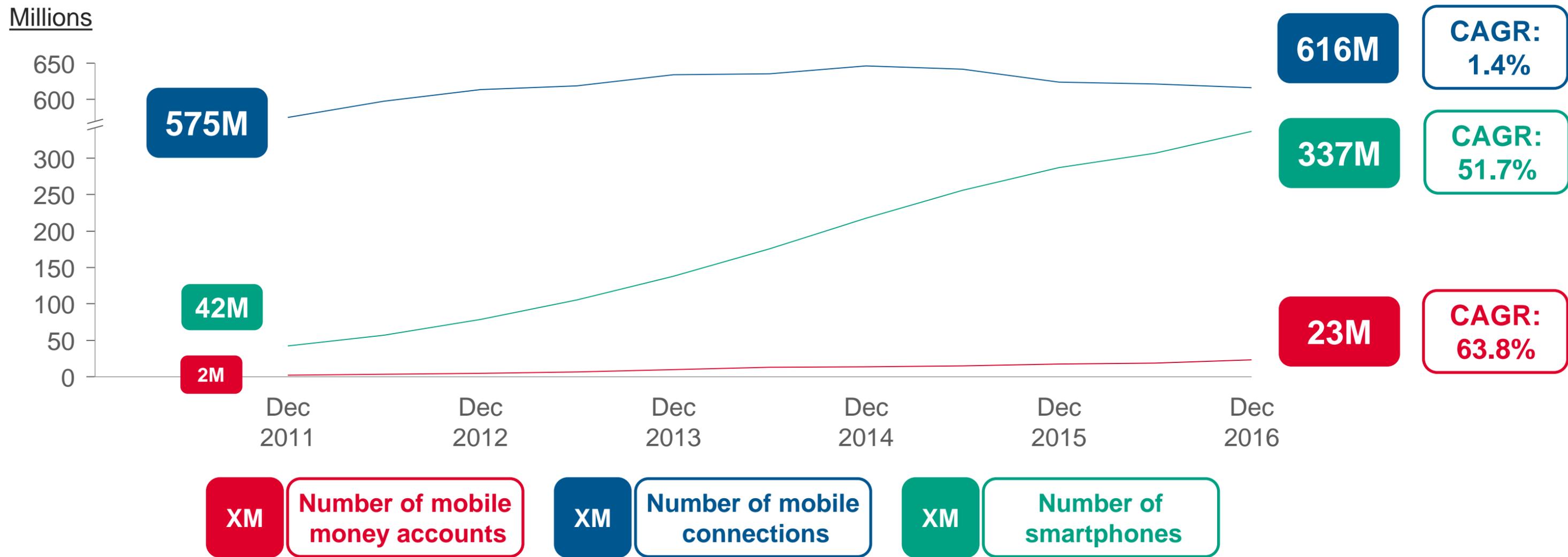
Source: GSMA data, World Bank Findex data. Adoption rate methodology: registered accounts / total GSM connections excluding cellular M2M

4 Definitions of market types: Type I markets: the lowest-income markets in the region, with the highest rates of financial exclusion on average. Type II markets: relatively high-income markets with higher rates of financial inclusion, with some exceptions. The markets in between are likely to be hybrids of Type I and Type II markets. See: [GSMA Latin America paper](#); [CGAP methodology paper](#).



As mobile adoption reaches saturation, mobile money still stands to capture a large addressable market, now equipped with smartphones

Growth of registered mobile money accounts over addressable market in Latin America, 2011 to 2016



Source: GSMA and GSMAi data

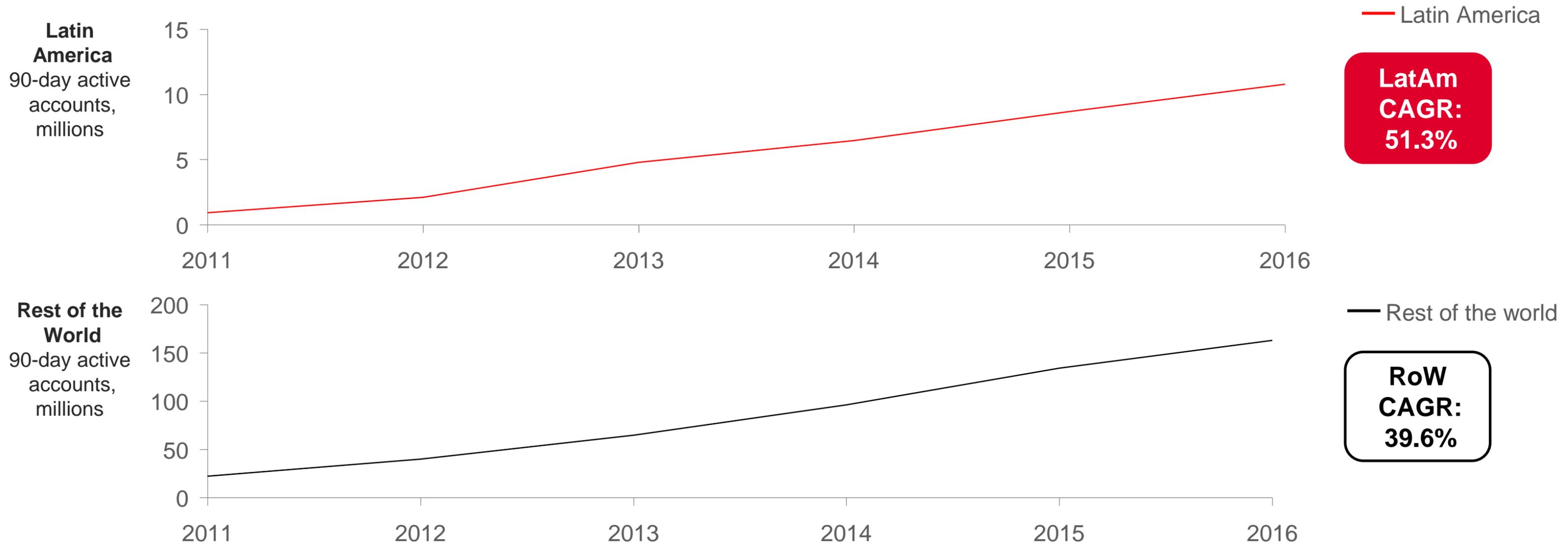
Number of mobile connections: Total connections excluding cellular M2M

Number of smartphones: calculated using quarterly net smartphone additions, excluding cellular M2M



Mobile money in Latin America is still in its early growth phase. Starting from a low base, it is outgrowing the rest of the world

Growth of 90-day active mobile money accounts, 2011 to 2016



Source: GSMA data. Note: Rest of the World excludes Latin America. CAGR is calculated between 2011 and 2016.



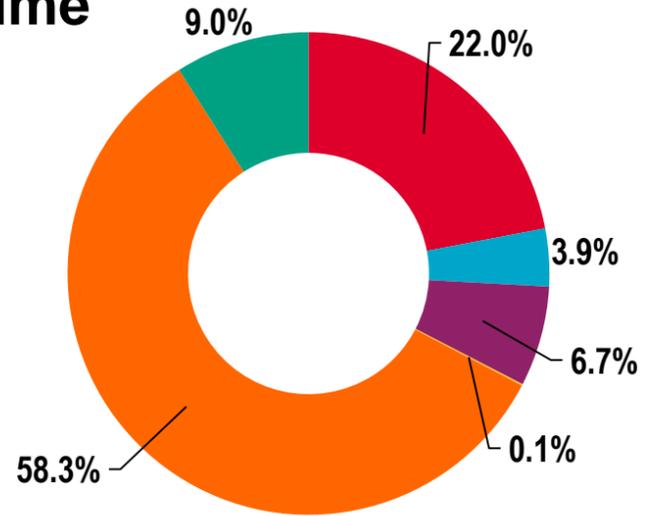
The region's use-case breakdown shows an unparalleled dominance of ecosystem transactions

LatAm vs Global Product Mix 2016

LatAm Volume 2016

Values: 395 mn

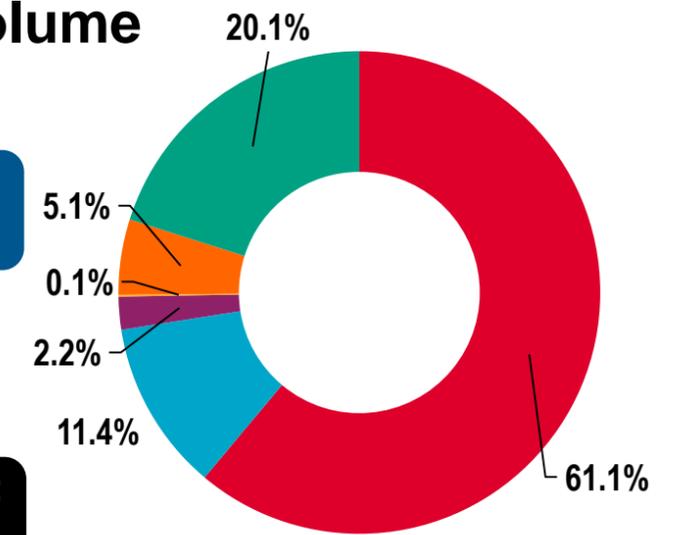
Ecosystem: 69%



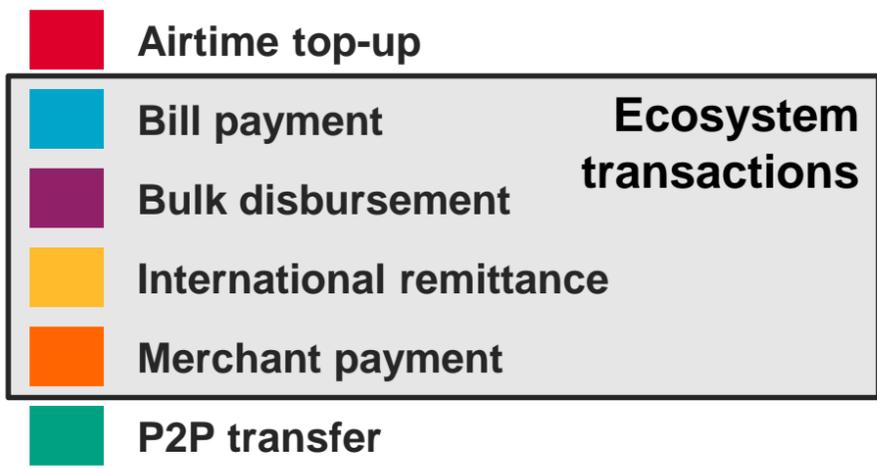
Global Volume 2016

Values: 10 bn

Ecosystem: 19%



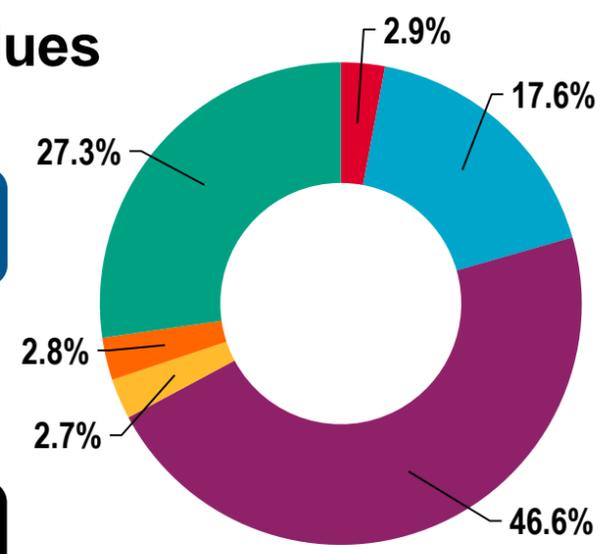
Key



LatAm Values 2016

Volume: US\$ 3 bn

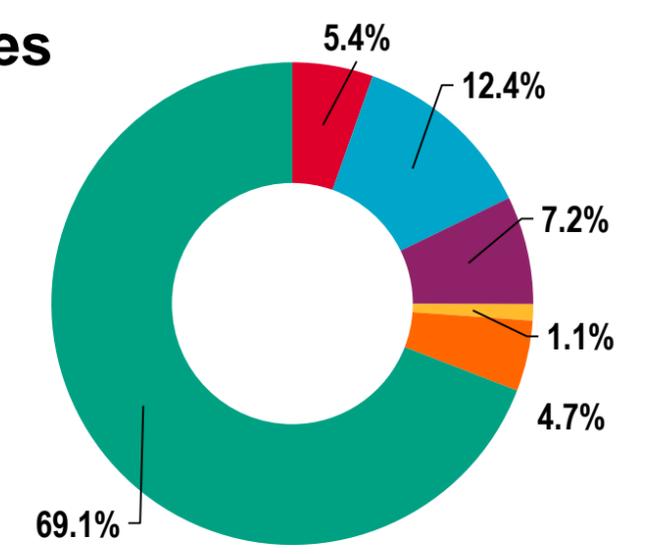
Ecosystem: 70%



Global Values 2016

Volume: US\$ 110 bn

Ecosystem: 26%

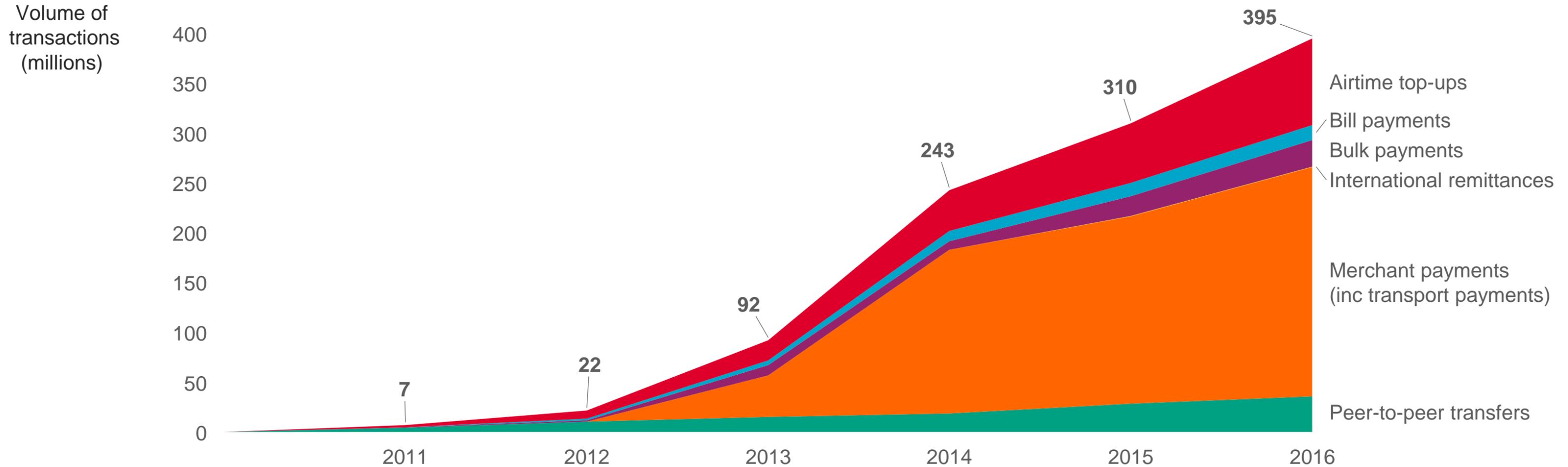




While peer-to-peer transfers increased steadily, digitizing ecosystem transactions led to a steep rise in transaction volumes...

CAGR
2013 to 2016 **62%**

Transaction volume growth, 2011 to 2016

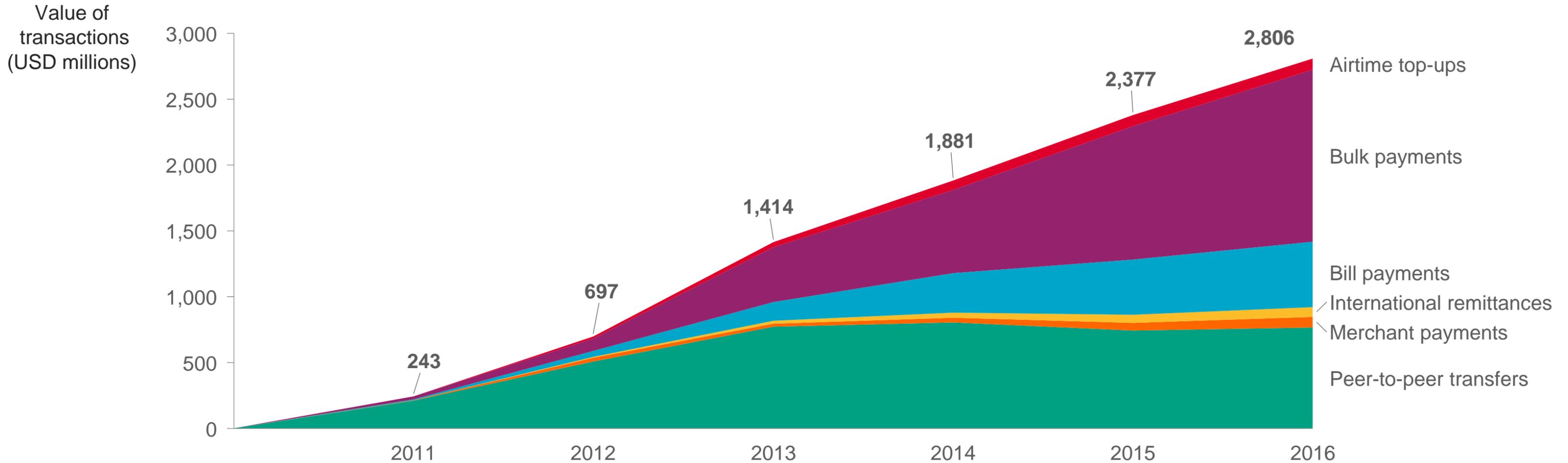




...and a decrease in the value of peer-to-peer transfers, showing a vibrant and diverse mobile money market in Latin America...

CAGR
2013 to 2016 **26%**

Transaction value growth, 2011 to 2016

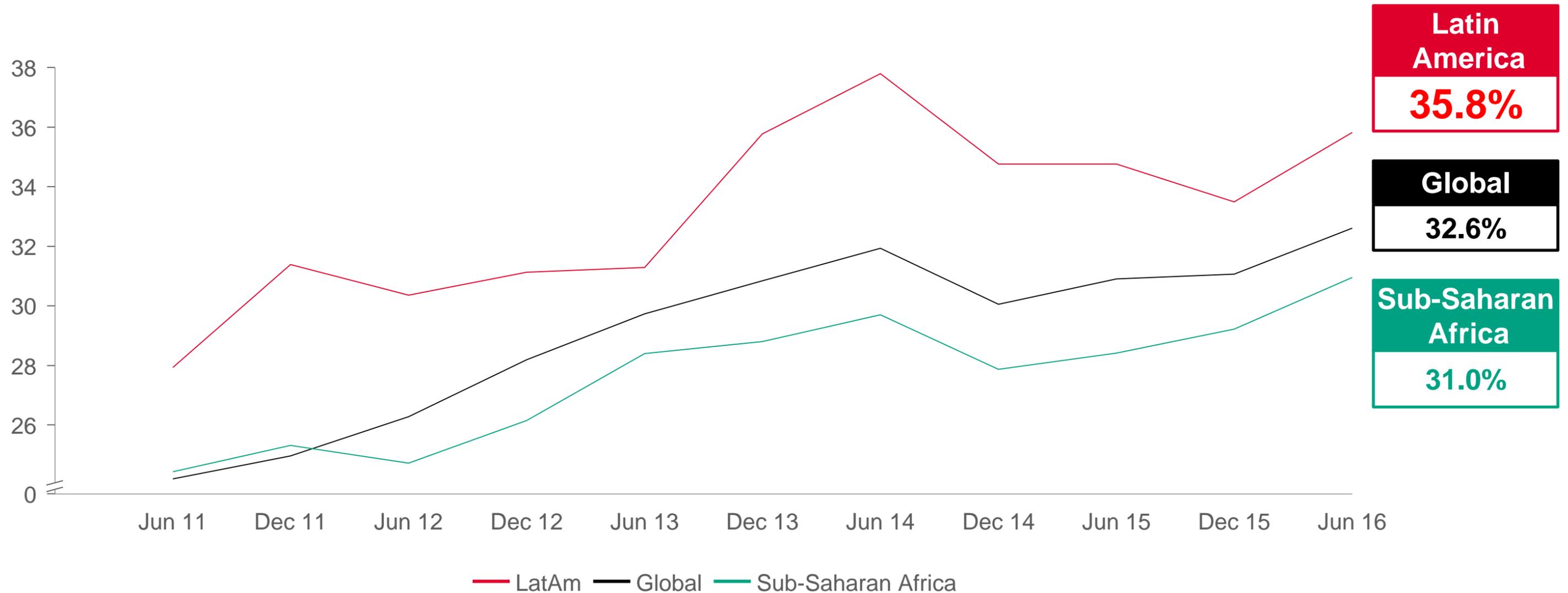




...which has led to consistently higher activity rates across Latin America, compared to the global and Sub-Saharan African averages

90-day activity rates, 2011 to 2016

90-day activity rate (%)



Source: GSMA data
Activity rate = 90-day active accounts / Registered accounts

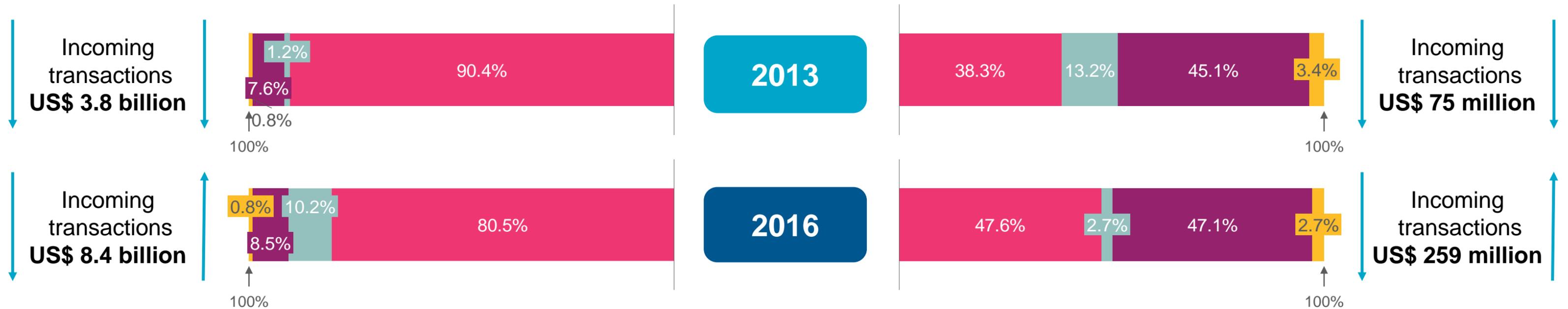


Mobile money has supported the digitisation of more cash in Latin America

Evolution of incoming transaction values per month, 2013 vs 2016

Global

Latin America

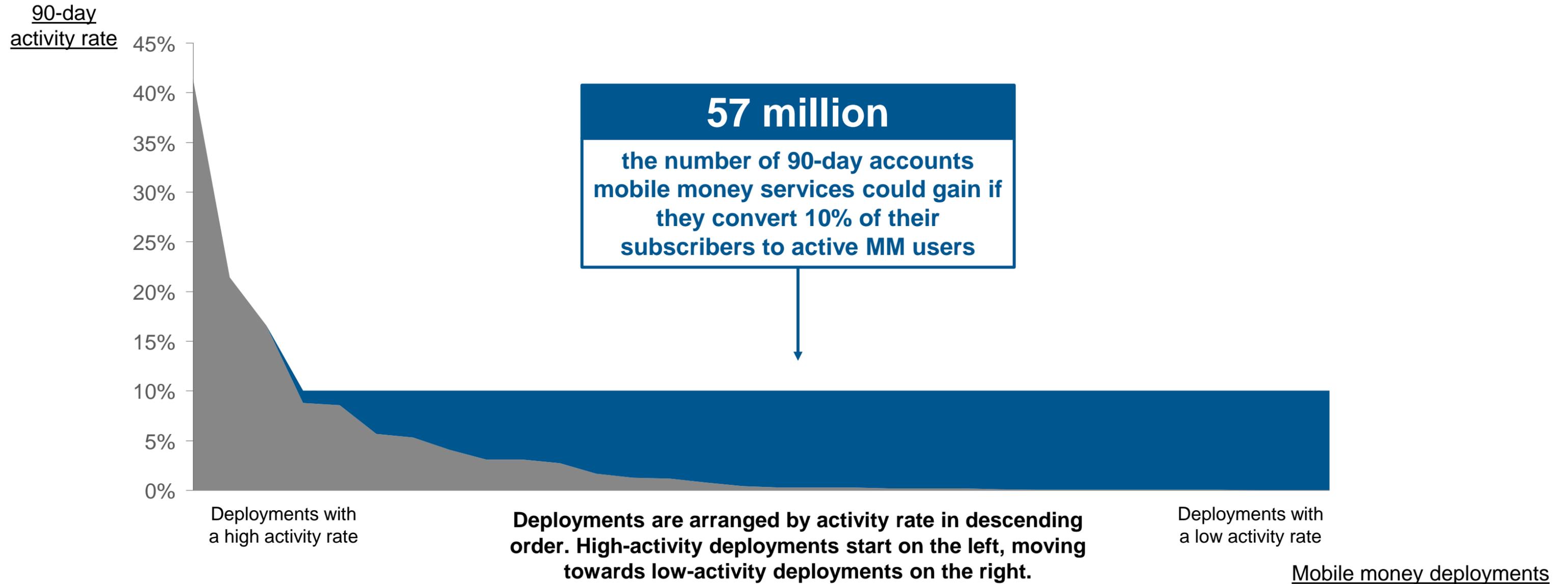


International remittances Bulk disbursements Bank-to-Wallet transactions Cash-in transactions



Operators stand to take advantage of a significant opportunity for growth by increasing the adoption of mobile money

90-day activity rate on GSM customer base per mobile money deployment, June 2016



Source: GSMA data.

Activity rate calculation: active 90-day mobile money customers / unique mobile subscriber for every operator