

Apple Pay Grows in Transaction Volume as Its Market Presence in Asia Widens, Says TrendForce

2017-03-08 [Kelly Hsieh](#)

TrendForce, stated that that iPhone devices currently has nearly a third of the smartphone market share in Taiwan, and this will help Apple Pay tremendously in penetrating into the local market. “Apple Pay can become a leading mobile payment platform that will gradually change the payment habit of Taiwanese consumers if it is able to win over consumers by providing strong data security and a very positive user experience,” said Hsieh.

Value-added services will encourage consumers to adopt mobile payment

Security remains central in the development efforts in the mobile payment market

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