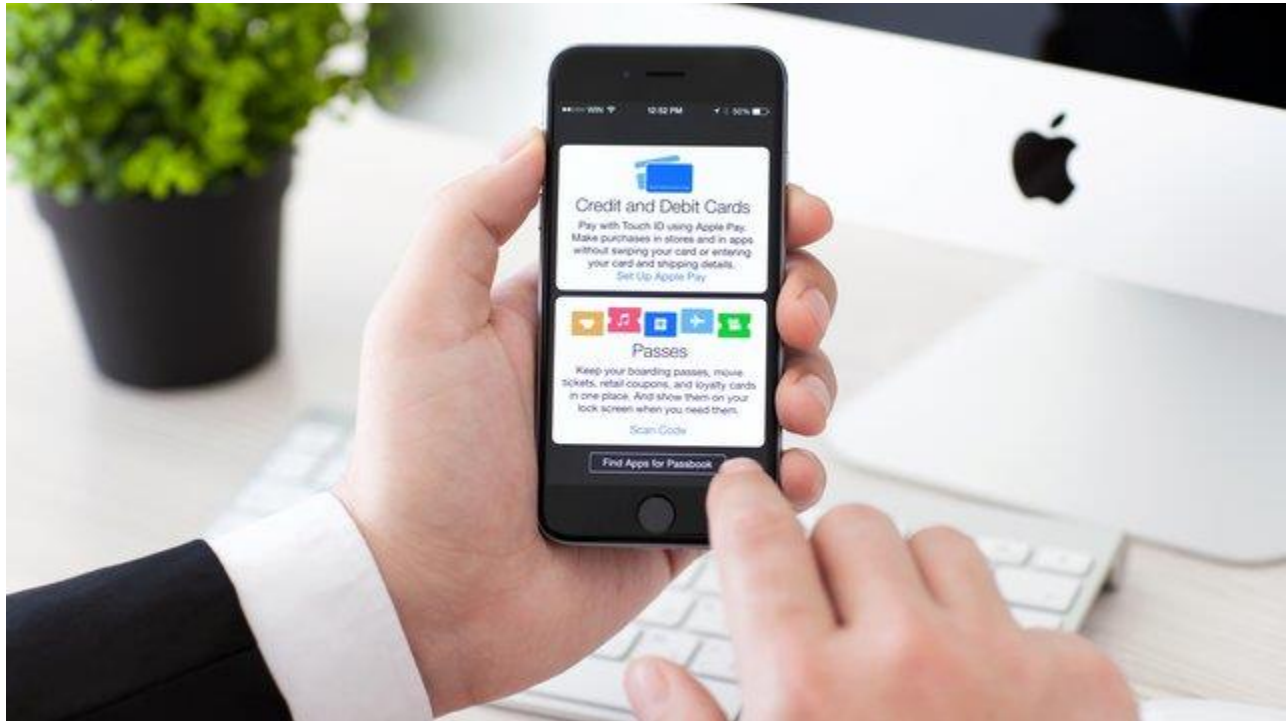


[https://www.fastcasual.com/news/apple-pay-surpasses-starbucks-as-top-mobile-payment-app-in-us-in-emarketer-study/?utm\\_source=ROD&utm\\_medium=email&utm\\_campaign=EMNA&utm\\_content=2019-10-25](https://www.fastcasual.com/news/apple-pay-surpasses-starbucks-as-top-mobile-payment-app-in-us-in-emarketer-study/?utm_source=ROD&utm_medium=email&utm_campaign=EMNA&utm_content=2019-10-25)

# Apple Pay surpasses Starbucks as top mobile payment app in US

Oct. 24, 2019



Apple Pay has overtaken the Starbucks mobile app to become the top mobile payment app in the U.S., and marking the first time a generic mobile payment app has led Starbucks in the domestic market, according to a [report](#) by eMarketer.

Apple Pay will have 30.3 million users in 2019, representing more than 47% of mobile payment users, while Starbucks will have 25.2 million users, representing 39.4% of mobile payment users, according to the

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## Proximity Mobile Payment Users in the US, by Platform, 2019

millions

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Apple Pay users	30.3
Starbucks mobile payment users	25.2
Google Pay users	12.1
Samsung Pay users	10.8

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*Note: ages 14+; mobile phone users who have made at least one proximity mobile payment transaction in the past six months; includes point-of-sale transactions made by using mobile devices as a payment method; excludes transactions made via tablet*

*Source: eMarketer, October 2019*

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report. T10622 [www.eMarketer.com](http://www.eMarketer.com)

"Apple Pay has benefited from the spread of new point-of-sale systems that work with the NFC signals that Apple Pay runs on," Yory Wurmser, principal analyst at eMarketer, said in a press release. "The same trend should help the Google Pay and Samsung Pay, but they will continue to split the Android market."

Total spending on proximity mobile payments will approach \$100 billion in the U.S. this year, with the average user spending \$1,545 using mobile payments, a 24% increase from a year ago.

Cover image: iStock.