

# CROSS-COUNTRY COMPARISON: FINANCIAL SERVICES IN DEVELOPING MARKETS

## The many aspects of financial inclusion

*From Bangladesh to Uganda—the facts and context for understanding the market*



MARKET ACCESS AND AVAILABILITY	Bangladesh	India	Indonesia	Kenya	Nigeria	Pakistan	Tanzania	Uganda
<b>DFS MARKET STAGE</b>	Expansion	Inception	Inception	Consolidation	Expansion	Start-up	Early Consolidation	Late Expansion
<b>MARKET CHARACTERIZATION</b>	Ahead of other FII Asian countries in mobile money access and awareness Still has high unregistered mobile money usage	Government successfully promoted bank account ownership through the PMJDY program and increased financial inclusion for the poor	Early period of regulatory certainty and new market entrants, but very low awareness/understanding of digital services	New digital financial services (DFS) entrants give the dominant player competition	New regulations geared towards DFS improvement	Mobile money use remains largely unregistered, but SIM registration efforts could encourage greater mobile wallet registration	Vibrant, competitive market, encouraging consumer-centric innovations	New DFS regulations in place

### INFRASTRUCTURE

<b>% of population with access to electricity (World Bank, 2012)</b>	60%	79%	96%	23%	56%	94%	15%	18%
<b>Top mobile networks</b>	Grameenphone, Banglalink, Robi, Airtel, Teletalk	Airtel, Vodafone, Idea Cellular, Reliance Communications, BSNL	Telkomsel, XL Axiata, Indosat, 3, Smartfren	Safaricom, Airtel, Equitel	MTN, Airtel, Glo Mobile, Etisalat, Multi-Links	Mobilink, Telenor, Ufone, Zong, Warid	Vodacom, Airtel, Tigo, ZANTEL, TTCL	MTN, Airtel, UTL, Africell, M-Sente
<b>Number of mobile money providers</b>	2	14	8	6	13	8	6	7
<b>Commercial bank branches per 100,000 adults (World Bank, 2014)</b>	8.2	13	11	5.8	5.6	9.4	2.3	2.9

### CONSUMER DYNAMICS

<b>Below poverty</b>	77%	78%	60%	50%	88%	50%	83%	73%
<b>Literacy</b>	60%	66%	95%	83%	78%	65%	84%	57%
<b>Numeracy</b>	98%	95%	98%	98%	96%	95%	96%	80%
<b>Mobile phone ownership</b>	64%	60%	62%	76%	85%	59%	77%	55%
<b>Own a bank or mobile money account</b>	24%	63%	23%	69%	37%	8%	62%	37%
<b>Own NFI account</b>	24%	9%	3%	11%	3%	1%	1%	6%

### GENDER

Shown: Registered bank accounts.

<b>Men</b>	23%	68%	26%	35%	44%	10%	10%	17%
<b>Women lag men in bank account registration (in %)</b>	-9	-10	-6	-15	-15	-5	-4	-10
<b>Women</b>	14%	58%	20%	20%	29%	5%	6%	7%

<b>TECHNOLOGICAL LITERACY</b> Shown: Able to easily send text messages (a major factor)	37%	38%	69%	75%	80%	40%	78%	47%
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<b>THE NEXT CHALLENGE</b>	Moving beyond unregistered use by increasing mobile wallet registration and use	Promoting advanced use of bank accounts; building mobile money presence	Maintaining a stable regulatory environment and increasing awareness of services	Incentivizing day-labor (and similar) employers to transition from cash payments to payments via DFS	Enabling mobile network operators to provide mobile money services	Converting mobile money awareness to use and OTC use to registered use	Accelerating use of interoperability	Increasing consumer awareness of existing and emerging DFS innovations
	<b>Bangladesh</b>	<b>India</b>	<b>Indonesia</b>	<b>Kenya</b>	<b>Nigeria</b>	<b>Pakistan</b>	<b>Tanzania</b>	<b>Uganda</b>