

Mobile Virtual Network Operator (MVNO) Market- Global Opportunity and Forecasts, 2017-2023

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Abstracts

With the enablement of better services and cheaper headsets in the European market, there was a massive demand for cellular phones in the past years. This gave rise to the Mobile Virtual Network Operator (MVNO), a cost-effective model for the companies. Over a decade ago, Mobile Virtual Network Operator (MVNO) was originally introduced in Europe and has presently become a captivating fixture in the telecom industry across the world. According to the GSMA, MVNO is a phenomenon saturated in around one-third of the countries. Further, barring the international MVNOs, the two-thirds of the domestic MVNOs include 585 MVNOs in Europe, 129 MVNOs in Asia-Pacific, 107 in North America, and remaining 7% in LAMEA in 2014. At the end of 2014, there existed over 992 MVNOs along with 260 MNO-based sub-brands in the global market. The global Mobile Virtual Network Operator (MVNO) market was valued at \$51,857 million in 2016, and is projected to reach \$102,932 million by 2023, growing at a CAGR of 10.6% from 2017 to 2023.

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