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Global M-Commerce Market Size study & Forecast, by Transactions (M Retailing, M ticketing/booking, M billing, Others), by Payment Mode (Near Field Communication, Premium SMS, Wireless Application Protocol, Direct Carrier Billing) and by User Type (Smart device users, Feature phone users) and Regional Analysis, 2023-2030

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Abstracts

Global M-Commerce Market is valued approximately at USD xxx billion in 2022 and is anticipated to grow with a healthy growth rate of more than xxx over the forecast period 2023-2030. M-commerce or 'mobile commerce,' refers to the purchase and sale of products and services using mobile devices such as smartphones and tablets. It entails using mobile applications or mobile-optimized websites to perform online transactions, browse items, make payments and access other e-commerce operations. Market grows due to increased smartphone usage, internet penetration, and affordability. Companies are using mobile platforms to expand their customer base and increase profitability. The market is highly competitive, with global players investing heavily and offering promotions. The M-commerce market is expected to continue growing and evolving in the future.

The increasing global smartphone penetration has greatly influenced the M-commerce market by providing more people with convenient access to the internet and online transactions. This has led to a significant surge in M-commerce activities. According to the Statista, in 2022 global smartphone shipment reached approximately 1.2 billion units, approximately 68 percent of the world's population were smartphone users. As of 2022, the number of smartphone subscriptions was estimated to be around 6.5 billion, and it is projected to rise to nearly 8 billion by 2028. Additionally, increasing the

awareness of M-Commerce through cashback and offer discounts on mobile wallets and credit/debit cards provides lucrative opportunities to the market growth. However, lack of high number mobile compatible websites and slow internet speed in developing countries stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global M-Commerce Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 with largest market share owing to the high internet penetration rates and the tech-savvy environment in the region. Also, rising number of mobile phone user in the region that anticipated to support the market growth. Asia Pacific is expected to fastest growing significantly during the forecast period, owing to the combination of a large population, technological advancements, availability of mobile payment solutions, shifting consumer behavior, and innovative companies has propelled the Asia Pacific region to become the highest growing region in the M-commerce market.

Major market player included in this report are:
Telefonaktiebolaget LM Ericsson
Mastercard Inc.
IBM Corporation
Apple Inc.
SAP SE
Gemalto, Inc.
Google Inc.
Amazon.com Inc.
Visa Inc.
PayPal Holding Inc.
Recent Developments in the Market:
In May 2023, VMLY&R South Africa has recently introduced VMLY&R Commerce, the end-to-end creative commerce company of WPP. Launched in 2021, VMLY&R Commerce is dedicated to providing creative solutions that drive conversions across various channels, focusing on inspiring action in the present moment.
In April 2022, India is set to unveil an open network for digital commerce (ONDC) to counter the dominance of Amazon and Walmart in the rapidly growing e-commerce market. The move follows antitrust raids on Amazon and Flipkart, Walmart's subsidiary, over allegations of violating competition laws.
Global M-Commerce Market Report Scope:
Historical Data – 2020 - 2021
Base Year for Estimation – 2022

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Forecast period - 2023-2030
Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends
Segments Covered - Transactions, Payment Mode, User Type, Region
Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa
Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Transactions:
M Retailing
M ticketing/booking
M billing
Others
By Payment Mode:
Near Field Communication
Premium SMS
Wireless Application Protocol
Direct Carrier Billing
By User Type:
Smart device users
Feature phone users
By Region:

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Italy
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RoAPAC

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Mexico

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Saudi Arabia
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Rest of Middle East & Africa

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