

Global Mobile Marketing Market Size study & Forecast, by Component (Platform, Services), by Channel (Messaging, Push Notification, Mobile Emails, Quick Response Code, Other), by Vertical (Retail and E-Commerce, Travel and Logistics, Automotive, (Banking, Financial Services and Insurance (BFSI),IT and Telecom, Other) and Regional Analysis, 2023-2030

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Abstracts

Global Mobile Marketing Market is valued approximately USD 15.40 billion in 2022 and is anticipated to grow with a compounded annual growth rate of more than 18.30% over the forecast period 2023-2030. Mobile Marketing refers to the practice of promoting services and brand to the selected target audience through some means such as SMS (Short Message Service), MMS (Multi-Media Message), Push Notification and so on to reach out the mobile users. The goal of mobile networking is to establish a direct and personalized connection between businesses and mobile users to communicate their messages and interact with their targeted audience in a convenient manner. However, increasing number of smartphone users and technology advancement are the driving factors of the Global Mobile Market.

According to Statista in 2022, countries such as China and India have large number of smartphone users in the world, 974 million and 659 million respectively, owing the fact that the Asia Pacific region accounts for 60% of the world total population. According to Statista in 2023, there were approximately 5.16 billion internet users in the world which accounts for more than 64% of the world total population. These factors result in the growth of Global Mobile Marketing Market. However, privacy concern and technical

limitations may stifle the growth of the market. Moreover, rise of digital world and increasing use of IoT is expected to be the growth opportunities for the Global Mobile Marketing Market.

The key regions considered for the Global Mobile Marketing Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America region has dominated the market owing to the fact that the region is more inclined towards the adaptation and implementation of advanced technology. However, Asia Pacific region emerges as to be the fastest growing region owing to the fact that the region is home for approximately 60% of the world's total population and has a large user base which elevates the market.

Major market players included in this report are:

Urban Airship

Swrve

Vibes

Adobe Inc.

Braze Inc.

Acoustic

Localytics

Oracle Corporation

Salesforce Inc.

SAP SE

Recent Developments in the Market:

In May 2023, Microsoft and Oracle had made an unusual agreement to rent and share the AI servers with each other due to shortage.

In April 2023, Microsoft has recently launched its AI tool naming Microsoft Designer in the collaboration with OpenAI to leverage the GPT (Generative Pre-Text Transformer) technology to add an Artificial Intelligence (AI) Co-pilot to its Bing search engine.

Global Mobile Marketing Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Component, Channel, Vertical, 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 Component:

Platform

Services

By Channel:

Messaging

Push Notification

Mobile Emails

Quick Response Code

Other

By Vertical:

Retail and E-Commerce

Travel and Logistics

Automotive

Banking, Financial Services and Insurance (BFSI)

It and Telecom

Other

By Region:

North America

U.S.

Canada

Europe

UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC

Latin America
Brazil
Mexico

Middle East & Africa
Saudi Arabia
South Africa
Rest of Middle East & Africa

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