

# **Global Mobile Value-Added Services Market Size study, by Solution (Short Messaging Service (SMS), Multimedia Messaging Service (MMS), Location Based Services, Mobile Email & IM, Mobile Money, Mobile Advertising, Mobile Infotainment, Others), by End-User (SMB, Large Enterprises), by End Use Industry (Media and Entertainment, Healthcare, Education, Retail, Government, Telecom and IT, Others) and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Mobile Value-Added Services Market is valued approximately USD 658.5 Billion in 2021 and is anticipated to grow with a healthy growth rate of more than 14.2 % over the forecast period 2022-2028. Mobile services that are provided by mobile service providers in addition to voice communication services are known as Mobile Value-Added Services or MVAS. Mobile subscribers can use smartphone tablet or non-voice purposes. MVAS includes Short Message Service (SMS), Multimedia Messaging Service (MMS), mobile email & instant messaging, mobile money, location-based services, mobile advertising, and mobile infotainment Increase in number of smartphone users, data usage, variety of applications. Rise in usage of digital solutions and advanced applications like rising popularity of OTT platforms offering music and video streaming services over the internet is contributing to the growth of market. Deutsche Telekom, Samsung, and Ericsson successfully completed a 5G end-to-end (E2E) network slicing pilot on June 30, 2021. The slicing trial was carried out at Deutsche Telekom's Bonn lab using commercial Samsung S21 equipment connected to a (VR) Virtual Reality headset. Furthermore, Verizon Communications Inc. announced the acquisition of Senion AB, an indoor positioning platform that provides solutions for

businesses such as location sharing, geo fencing, indoor way finding, and analytics, on June 21, 2021. Also, Rise in competition among smartphone manufacturers resulting in production of low-cost smartphone making them affordable even for middle and low class, coupled with Growing influence of social media is likely to increase the market growth during the forecast period. However, Security and privacy concerns regarding data theft, scamming along with lack of awareness impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the Global Mobile Value-Added Services Market study includes Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia-Pacific is the leading region in terms of market share due to factors including rising number of businesses and industry verticals using various mobile value-added services and the booming retail, IT and telecommunications sectors in the region. Whereas North America is the fastest growing region during the forecast period owing to factors including the existence of numerous mobile value-added services providers offering services to organizations and vertical markets and advancements in value-added services technology in the region.

Major market player included in this report are:

Mozat Pte Ltd

Apple Inc.

Vodafone Group plc

Samsung Electronics Co., Ltd.

Reliance Industries Ltd.

Huawei Investment & Holding Co. Ltd.

OnMobile Global Limited

Comviva Technologies

Alphabet Inc.

One97 Communications

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Solution**

Short Messaging Service (SMS)

Multimedia Messaging Service (MMS)

Location Based Services

Mobile Email &amp; IM

Mobile Money

Mobile Advertising

Mobile Infotainment

Others

**By End-User**

SMB

Large Enterprises

**By End Use Industry**

Media and Entertainment

Healthcare

Education

Retail

Government

Telecom and IT

Others

**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  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020  
Base year – 2021  
Forecast period – 2022 to 2028

Target Audience of the Global Mobile Value-Added Services Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Billion)
  - 1.2.1. Global Mobile Value-Added Services Market, by Region, 2020-2028 (USD Billion)
  - 1.2.2. Global Mobile Value-Added Services Market, by Solution, 2020-2028 (USD Billion)
  - 1.2.3. Global Mobile Value-Added Services Market, by End User, 2020-2028 (USD Billion)
  - 1.2.4. Global Mobile Value-Added Services Market, by End Use Industry, 2020-2028 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL MOBILE VALUE-ADDED SERVICES MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL MOBILE VALUE-ADDED SERVICES MARKET DYNAMICS

- 3.1. Mobile Value-Added Services Market Impact Analysis (2020-2028)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increase in number of smartphone users
    - 3.1.1.2. Rise in usage of digital Solution and advanced applications
    - 3.1.1.3. Strategic initiatives from leading market players.
  - 3.1.2. Market Challenges
    - 3.1.2.1. Security and privacy concerns
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Rising utilization of mobile value-added services.

3.1.3.2. Growing influence of social media in emerging markets.

## **CHAPTER 4. GLOBAL MOBILE VALUE-ADDED SERVICES MARKET INDUSTRY ANALYSIS**

### 4.1. Porter's 5 Force Model

4.1.1. Bargaining Power of Suppliers

4.1.2. Bargaining Power of Buyers

4.1.3. Threat of New Entrants

4.1.4. Threat of Substitutes

4.1.5. Competitive Rivalry

4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2028)

### 4.2. PEST Analysis

4.2.1. Political

4.2.2. Economical

4.2.3. Social

4.2.4. Technological

### 4.3. Investment Adoption Model

### 4.4. Analyst Recommendation & Conclusion

### 4.5. Top investment opportunity

### 4.6. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

5.1.1. Assessment of the overall impact of COVID-19 on the industry

5.1.2. Pre COVID-19 and post COVID-19 market scenario

## **CHAPTER 6. GLOBAL MOBILE VALUE-ADDED SERVICES MARKET, BY SOLUTION**

### 6.1. Market Snapshot

6.2. Global Mobile Value-Added Services Market by Solution, Performance - Potential Analysis

6.3. Global Mobile Value-Added Services Market Estimates & Forecasts by Solution 2018-2028 (USD Billion)

### 6.4. Mobile Value-Added Services Market, Sub Segment Analysis

6.4.1. Short Messaging Service (SMS)

6.4.2. Multimedia Messaging Service (MMS)

6.4.3. Location Based Services

- 6.4.4. Mobile Email & IM
- 6.4.5. Mobile Money
- 6.4.6. Mobile Advertising
- 6.4.7. Mobile Infotainment
- 6.4.8. Others

## **CHAPTER 7. GLOBAL MOBILE VALUE-ADDED SERVICES MARKET, BY END USER**

- 7.1. Market Snapshot
- 7.2. Global Mobile Value-Added Services Market by End User, Performance - Potential Analysis
- 7.3. Global Mobile Value-Added Services Market Estimates & Forecasts by End User 2018-2028 (USD Billion)
- 7.4. Mobile Value-Added Services Market, Sub Segment Analysis
  - 7.4.1. SMB
  - 7.4.2. Large Enterprises

## **CHAPTER 8. GLOBAL MOBILE VALUE-ADDED SERVICES MARKET, BY END USE INDUSTRY**

- 8.1. Market Snapshot
- 8.2. Global Mobile Value-Added Services Market by End Use Industry, Performance - Potential Analysis
- 8.3. Global Mobile Value-Added Services Market Estimates & Forecasts by End Use Industry 2018-2028 (USD Billion)
- 8.4. Mobile Value-Added Services Market, Sub Segment Analysis
  - 8.4.1. Media and Entertainment
  - 8.4.2. Healthcare
  - 8.4.3. Education
  - 8.4.4. Retail
  - 8.4.5. Government
  - 8.4.6. Telecom and IT
  - 8.4.7. Others

## **CHAPTER 9. GLOBAL MOBILE VALUE-ADDED SERVICES MARKET, REGIONAL ANALYSIS**

- 9.1. Mobile Value-Added Services Market, Regional Market Snapshot

- 9.2. North America Mobile Value-Added Services Market
  - 9.2.1. U.S. Mobile Value-Added Services Market
    - 9.2.1.1. Solution estimates & forecasts, 2018-2028
    - 9.2.1.2. End User estimates & forecasts, 2018-2028
    - 9.2.1.3. End Use Industry estimates & forecasts, 2018-2028
  - 9.2.2. Canada Mobile Value-Added Services Market
- 9.3. Europe Mobile Value-Added Services Market Snapshot
  - 9.3.1. U.K. Mobile Value-Added Services Market
  - 9.3.2. Germany Mobile Value-Added Services Market
  - 9.3.3. France Mobile Value-Added Services Market
  - 9.3.4. Spain Mobile Value-Added Services Market
  - 9.3.5. Italy Mobile Value-Added Services Market
  - 9.3.6. Rest of Europe Mobile Value-Added Services Market
- 9.4. Asia-Pacific Mobile Value-Added Services Market Snapshot
  - 9.4.1. China Mobile Value-Added Services Market
  - 9.4.2. India Mobile Value-Added Services Market
  - 9.4.3. Japan Mobile Value-Added Services Market
  - 9.4.4. Australia Mobile Value-Added Services Market
  - 9.4.5. South Korea Mobile Value-Added Services Market
  - 9.4.6. Rest of Asia Pacific Mobile Value-Added Services Market
- 9.5. Latin America Mobile Value-Added Services Market Snapshot
  - 9.5.1. Brazil Mobile Value-Added Services Market
  - 9.5.2. Mexico Mobile Value-Added Services Market
- 9.6. Rest of The World Mobile Value-Added Services Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Top Market Strategies
- 10.2. Company Profiles
  - 10.2.1. Mozat Pte Ltd
    - 10.2.1.1. Key Information
    - 10.2.1.2. Overview
    - 10.2.1.3. Financial (Subject to Data Availability)
    - 10.2.1.4. Product Summary
    - 10.2.1.5. Recent Developments
  - 10.2.2. Apple Inc.
  - 10.2.3. Vodafone Group plc
  - 10.2.4. Samsung Electronics Co., Ltd.
  - 10.2.5. Reliance Industries Ltd.



- 10.2.6. Huawei Investment & Holding Co. Ltd.
- 10.2.7. OnMobile Global Limited
- 10.2.8. Comviva Technologies
- 10.2.9. Alphabet Inc.
- 10.2.10. One97 Communications

## **CHAPTER 11. RESEARCH PROCESS**

- 11.1. Research Process
  - 11.1.1. Data Mining
  - 11.1.2. Analysis
  - 11.1.3. Market Estimation
  - 11.1.4. Validation
  - 11.1.5. Publishing
- 11.2. Research Attributes
- 11.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Mobile Value-Added Services market, report scope

TABLE 2. Global Mobile Value-Added Services market estimates & forecasts by Region 2018-2028 (USD Billion)

TABLE 3. Global Mobile Value-Added Services market estimates & forecasts by Solution 2018-2028 (USD Billion)

TABLE 4. Global Mobile Value-Added Services market estimates & forecasts by End User 2018-2028 (USD Billion)

TABLE 5. Global Mobile Value-Added Services market estimates & forecasts by End Use Industry 2018-2028 (USD Billion)

TABLE 6. Global Mobile Value-Added Services market by segment, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 7. Global Mobile Value-Added Services market by region, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 8. Global Mobile Value-Added Services market by segment, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 9. Global Mobile Value-Added Services market by region, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 10. Global Mobile Value-Added Services market by segment, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 11. Global Mobile Value-Added Services market by region, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 12. Global Mobile Value-Added Services market by segment, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 13. Global Mobile Value-Added Services market by region, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 14. Global Mobile Value-Added Services market by segment, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 15. Global Mobile Value-Added Services market by region, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 16. U.S. Mobile Value-Added Services market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 17. U.S. Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 18. U.S. Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 19. Canada Mobile Value-Added Services market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 20. Canada Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 21. Canada Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 22. UK Mobile Value-Added Services market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 23. UK Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 24. UK Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 25. Germany Mobile Value-Added Services market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 26. Germany Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 27. Germany Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 28. RoE Mobile Value-Added Services market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 29. RoE Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 30. RoE Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 31. China Mobile Value-Added Services market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 32. China Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 33. China Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 34. India Mobile Value-Added Services market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 35. India Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 36. India Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 37. Japan Mobile Value-Added Services market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 38. Japan Mobile Value-Added Services market estimates & forecasts by

segment 2018-2028 (USD Billion)

TABLE 39. Japan Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 40. RoAPAC Mobile Value-Added Services market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 41. RoAPAC Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 42. RoAPAC Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 43. Brazil Mobile Value-Added Services market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 44. Brazil Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 45. Brazil Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 46. Mexico Mobile Value-Added Services market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 47. Mexico Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 48. Mexico Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 49. RoLA Mobile Value-Added Services market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 50. RoLA Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 51. RoLA Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 52. Row Mobile Value-Added Services market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 53. Row Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 54. Row Mobile Value-Added Services market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 55. List of secondary sources, used in the study of global Mobile Value-Added Services market

TABLE 56. List of primary sources, used in the study of global Mobile Value-Added Services market

TABLE 57. Years considered for the study

TABLE 58. Exchange rates considered



## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Mobile Value-Added Services market, research methodology
- FIG 2. Global Mobile Value-Added Services market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Mobile Value-Added Services market, key trends 2021
- FIG 5. Global Mobile Value-Added Services market, growth prospects 2022-2028
- FIG 6. Global Mobile Value-Added Services market, porters 5 force model
- FIG 7. Global Mobile Value-Added Services market, pest analysis
- FIG 8. Global Mobile Value-Added Services market, value chain analysis
- FIG 9. Global Mobile Value-Added Services market by segment, 2018 & 2028 (USD Billion)
- FIG 10. Global Mobile Value-Added Services market by segment, 2018 & 2028 (USD Billion)
- FIG 11. Global Mobile Value-Added Services market by segment, 2018 & 2028 (USD Billion)
- FIG 12. Global Mobile Value-Added Services market by segment, 2018 & 2028 (USD Billion)
- FIG 13. Global Mobile Value-Added Services market by segment, 2018 & 2028 (USD Billion)
- FIG 14. Global Mobile Value-Added Services market, regional snapshot 2018 & 2028
- FIG 15. North America Mobile Value-Added Services market 2018 & 2028 (USD Billion)
- FIG 16. Europe Mobile Value-Added Services market 2018 & 2028 (USD Billion)
- FIG 17. Asia pacific market 2018 & 2028 (USD Billion)
- FIG 18. Latin America Mobile Value-Added Services market 2018 & 2028 (USD Billion)
- FIG 19. Global Mobile Value-Added Services market, company market share analysis (2021)

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