

# Global Mobile Value Added Services (MVAS) Market Size study with COVID-19 Impact, by Type (Internet Based, Content Based), by Solution (Mobile Music, Social Networking, Video Browsing, Utility VAS, M-Education, Others) and Regional Forecasts 2020-2027

<https://marketpublishers.com/r/G81E298D4A7FEN.html>

Date: May 2020

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G81E298D4A7FEN

## Abstracts

Global Mobile Value Added Services (MVAS) Market is valued approximately at USD XX billion in 2019 and is anticipated to grow with a CAGR more than XX % over the forecast period 2020-2027.

Mobile Value-Added Services (MVAS) are the non-core, additional services offered by the telecommunication operator mainly for business promotion. Some different categories of MVAS are SMS, MMS, infotainment, music, video search, social networking and mobile payments. Rise in demand for mobile devices, entertainment services on the mobile devices and increase in penetration of 4G /5G services are the key drivers in the market growth. Mobile Banking and payments are the fastest growing segments contributing to the market growth. For Instance: As per Statista, digital payments have increased almost 55.3% in 2019 as compared to previous year 2018 which was 44.47%. In consideration with the healthcare sector, G services have enhanced delivery of remote treatment and patient diagnosis boosting the growth of the market. For Instance: As per Data Portal in 2019, 55% of total 4G service was in Asia Pacific region growing gradually with time.

COVID-19 Pandemic affected the Global Mobile Value Added Services (MVAS) Market growth due to the economic recession as some potential customers cut down these services to satisfy other mandatory needs. However, advancement in new technologies such as 5G services open new opportunities in the market. Moreover, Global E-commerce market observed a tremendous trend implying the rise in the market growth of MVAS. Companies in telecommunication sector opt for mergers to gain market share and enhance customer base. In 2018, the mega-mergers deal between AT&T and Time

Warner took over the telecom news cycle resulting enhanced benefits. Even so, the availability of some similar services provided by operators over internet for either no cost or minimum cost is the restraining factors which impedes the growth of the market over the forecast period of 2020-2027.

The regional analysis of global Mobile Value Added Services (MVAS) market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia Pacific is the leading/significant region across the world with increase in demand and use of mobile and tablets impacting MVAS market growth. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as rise in smartphones in emerging economies such as China and India would create lucrative growth prospects for the Mobile Value Added Services (MVAS) market across Asia-Pacific region.

Major market player included in this report are:

Alibaba Group Holding Limited (China)

Apple Inc. (US)

AT&T Inc. (US)

Gemalto N.V. (Netherlands)

Google Inc. (US)

Kongzhong Corporation (China)

Vodafone Group plc (UK)

Bharti Airtel Limited (India)

Alphabet Inc. (US)

OnMobile Global Limited (India)

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 Type:

Internet Based

Content Based

By Solution:

Mobile Music  
Social Networking  
Video Browsing  
Utility VAS  
M-Education  
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 – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Mobile Value Added Services (MVAS) 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

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