

Global Mobile Value Added Services (Mvas) Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

Mobile value-added services (Value-added Services, referred to as VAS) refers to the value-added services provided by operators in addition to basic communication on the mobile phone communication platform. They can include a variety of services, such as ring tones, SMS walls, games, music, video, online consultation, and more.

The global Mobile Value Added Services (Mvas) market size was estimated at USD 105000.0 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 8.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Mobile Value Added Services (Mvas) market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Mobile Value Added Services (Mvas) market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced

understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Mobile Value Added Services (Mvas) market

Global Mobile Value Added Services (Mvas) Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

America Movil
Verizon
T-Mobile
AT&T
Telcovas International
Apple
Onmobile
GenieNG
Vodafone
ZTE
Teligent Telecom
Bamboo Group
Bercut
China Mobile

China Unicom
China Telecom

Market Segmentation (by Type)

SMS Service
Multimedia Information Service
Mobile Money
Wireless Application Protocol(WAP)

Market Segmentation (by Application)

Enterprise
Personal

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Mobile Value Added Services (Mvas) Market

Overview of the regional outlook of the Mobile Value Added Services (Mvas) Market.

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Mobile Value Added Services (Mvas) Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help

readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Mobile Value Added Services (Mvas), their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint

the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Mobile Value Added Services (Mvas)

1.2 Key Market Segments

1.2.1 Mobile Value Added Services (Mvas) Segment by Type

1.2.2 Mobile Value Added Services (Mvas) Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 MOBILE VALUE ADDED SERVICES (MVAS) MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 MOBILE VALUE ADDED SERVICES (MVAS) MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Mobile Value Added Services (Mvas) Product Life Cycle

3.3 Global Mobile Value Added Services (Mvas) Revenue Market Share by Company (2020-2025)

3.4 Mobile Value Added Services (Mvas) Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.5 Mobile Value Added Services (Mvas) Company Headquarters, Area Served, Product Type

3.6 Mobile Value Added Services (Mvas) Market Competitive Situation and Trends

3.6.1 Mobile Value Added Services (Mvas) Market Concentration Rate

3.6.2 Global 5 and 10 Largest Mobile Value Added Services (Mvas) Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 MOBILE VALUE ADDED SERVICES (MVAS) VALUE CHAIN ANALYSIS

- 4.1 Mobile Value Added Services (Mvas) Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF MOBILE VALUE ADDED SERVICES (MVAS) MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Mobile Value Added Services (Mvas) Market Porter's Five Forces Analysis

6 MOBILE VALUE ADDED SERVICES (MVAS) MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Mobile Value Added Services (Mvas) Market Size Market Share by Type (2020-2025)
- 6.3 Global Mobile Value Added Services (Mvas) Market Size Growth Rate by Type (2021-2025)

7 MOBILE VALUE ADDED SERVICES (MVAS) MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Mobile Value Added Services (Mvas) Market Size (M USD) by Application (2020-2025)
- 7.3 Global Mobile Value Added Services (Mvas) Sales Growth Rate by Application (2020-2025)

8 MOBILE VALUE ADDED SERVICES (MVAS) MARKET SEGMENTATION BY REGION

8.1 Global Mobile Value Added Services (Mvas) Market Size by Region

8.1.1 Global Mobile Value Added Services (Mvas) Market Size by Region

8.1.2 Global Mobile Value Added Services (Mvas) Market Size Market Share by Region

8.2 North America

8.2.1 North America Mobile Value Added Services (Mvas) Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Mobile Value Added Services (Mvas) Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific Mobile Value Added Services (Mvas) Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Mobile Value Added Services (Mvas) Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Mobile Value Added Services (Mvas) Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 America Movil

9.1.1 America Movil Basic Information

9.1.2 America Movil Mobile Value Added Services (Mvas) Product Overview

9.1.3 America Movil Mobile Value Added Services (Mvas) Product Market

Performance

9.1.4 America Movil SWOT Analysis

9.1.5 America Movil Business Overview

9.1.6 America Movil Recent Developments

9.2 Verizon

9.2.1 Verizon Basic Information

9.2.2 Verizon Mobile Value Added Services (Mvas) Product Overview

9.2.3 Verizon Mobile Value Added Services (Mvas) Product Market Performance

9.2.4 Verizon SWOT Analysis

9.2.5 Verizon Business Overview

9.2.6 Verizon Recent Developments

9.3 T-Mobile

9.3.1 T-Mobile Basic Information

9.3.2 T-Mobile Mobile Value Added Services (Mvas) Product Overview

9.3.3 T-Mobile Mobile Value Added Services (Mvas) Product Market Performance

9.3.4 T-Mobile SWOT Analysis

9.3.5 T-Mobile Business Overview

9.3.6 T-Mobile Recent Developments

9.4 ATandT

9.4.1 ATandT Basic Information

9.4.2 ATandT Mobile Value Added Services (Mvas) Product Overview

9.4.3 ATandT Mobile Value Added Services (Mvas) Product Market Performance

9.4.4 ATandT Business Overview

9.4.5 ATandT Recent Developments

9.5 Telcovas International

9.5.1 Telcovas International Basic Information

9.5.2 Telcovas International Mobile Value Added Services (Mvas) Product Overview

9.5.3 Telcovas International Mobile Value Added Services (Mvas) Product Market

Performance

9.5.4 Telcovas International Business Overview

9.5.5 Telcovas International Recent Developments

9.6 Apple

9.6.1 Apple Basic Information

9.6.2 Apple Mobile Value Added Services (Mvas) Product Overview

9.6.3 Apple Mobile Value Added Services (Mvas) Product Market Performance

9.6.4 Apple Business Overview

9.6.5 Apple Recent Developments

9.7 Onmobile

9.7.1 Onmobile Basic Information

9.7.2 Onmobile Mobile Value Added Services (Mvas) Product Overview

9.7.3 Onmobile Mobile Value Added Services (Mvas) Product Market Performance

9.7.4 Onmobile Business Overview

9.7.5 Onmobile Recent Developments

9.8 GenieNG

9.8.1 GenieNG Basic Information

9.8.2 GenieNG Mobile Value Added Services (Mvas) Product Overview

9.8.3 GenieNG Mobile Value Added Services (Mvas) Product Market Performance

9.8.4 GenieNG Business Overview

9.8.5 GenieNG Recent Developments

9.9 Vodafone

9.9.1 Vodafone Basic Information

9.9.2 Vodafone Mobile Value Added Services (Mvas) Product Overview

9.9.3 Vodafone Mobile Value Added Services (Mvas) Product Market Performance

9.9.4 Vodafone Business Overview

9.9.5 Vodafone Recent Developments

9.10 ZTE

9.10.1 ZTE Basic Information

9.10.2 ZTE Mobile Value Added Services (Mvas) Product Overview

9.10.3 ZTE Mobile Value Added Services (Mvas) Product Market Performance

9.10.4 ZTE Business Overview

9.10.5 ZTE Recent Developments

9.11 Teligent Telecom

9.11.1 Teligent Telecom Basic Information

9.11.2 Teligent Telecom Mobile Value Added Services (Mvas) Product Overview

9.11.3 Teligent Telecom Mobile Value Added Services (Mvas) Product Market Performance

9.11.4 Teligent Telecom Business Overview

9.11.5 Teligent Telecom Recent Developments

9.12 Bamboo Group

9.12.1 Bamboo Group Basic Information

- 9.12.2 Bamboo Group Mobile Value Added Services (Mvas) Product Overview
- 9.12.3 Bamboo Group Mobile Value Added Services (Mvas) Product Market Performance
- 9.12.4 Bamboo Group Business Overview
- 9.12.5 Bamboo Group Recent Developments
- 9.13 Bercut
 - 9.13.1 Bercut Basic Information
 - 9.13.2 Bercut Mobile Value Added Services (Mvas) Product Overview
 - 9.13.3 Bercut Mobile Value Added Services (Mvas) Product Market Performance
 - 9.13.4 Bercut Business Overview
 - 9.13.5 Bercut Recent Developments
- 9.14 China Mobile
 - 9.14.1 China Mobile Basic Information
 - 9.14.2 China Mobile Mobile Value Added Services (Mvas) Product Overview
 - 9.14.3 China Mobile Mobile Value Added Services (Mvas) Product Market Performance
 - 9.14.4 China Mobile Business Overview
 - 9.14.5 China Mobile Recent Developments
- 9.15 China Unicom
 - 9.15.1 China Unicom Basic Information
 - 9.15.2 China Unicom Mobile Value Added Services (Mvas) Product Overview
 - 9.15.3 China Unicom Mobile Value Added Services (Mvas) Product Market Performance
 - 9.15.4 China Unicom Business Overview
 - 9.15.5 China Unicom Recent Developments
- 9.16 China Telecom
 - 9.16.1 China Telecom Basic Information
 - 9.16.2 China Telecom Mobile Value Added Services (Mvas) Product Overview
 - 9.16.3 China Telecom Mobile Value Added Services (Mvas) Product Market Performance
 - 9.16.4 China Telecom Business Overview
 - 9.16.5 China Telecom Recent Developments

10 MOBILE VALUE ADDED SERVICES (MVAS) MARKET FORECAST BY REGION

- 10.1 Global Mobile Value Added Services (Mvas) Market Size Forecast
- 10.2 Global Mobile Value Added Services (Mvas) Market Forecast by Region
 - 10.2.1 North America Market Size Forecast by Country
 - 10.2.2 Europe Mobile Value Added Services (Mvas) Market Size Forecast by Country

10.2.3 Asia Pacific Mobile Value Added Services (Mvas) Market Size Forecast by Region

10.2.4 South America Mobile Value Added Services (Mvas) Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Sales of Mobile Value Added Services (Mvas) by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

11.1 Global Mobile Value Added Services (Mvas) Market Forecast by Type (2026-2033)

11.2 Global Mobile Value Added Services (Mvas) Market Forecast by Application (2026-2033)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Mobile Value Added Services (Mvas) Market Size Comparison by Region (M USD)

Table 5. Global Mobile Value Added Services (Mvas) Revenue (M USD) by Company (2020-2025)

Table 6. Global Mobile Value Added Services (Mvas) Revenue Share by Company (2020-2025)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Mobile Value Added Services (Mvas) as of 2024)

Table 8. Mobile Value Added Services (Mvas) Company Headquarters and Area Served

Table 9. Company Mobile Value Added Services (Mvas) Product Type

Table 10. Global Mobile Value Added Services (Mvas) Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Midstream Market Analysis

Table 13. Downstream Customer Analysis

Table 14. Key Development Trends

Table 15. Driving Factors

Table 16. Mobile Value Added Services (Mvas) Market Challenges

Table 17. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 18. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 19. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 20. Global Mobile Value Added Services (Mvas) Market Size by Type (M USD)

Table 21. Global Mobile Value Added Services (Mvas) Market Size (M USD) by Type (2020-2025)

Table 22. Global Mobile Value Added Services (Mvas) Market Size Share by Type (2020-2025)

Table 23. Global Mobile Value Added Services (Mvas) Market Size Growth Rate by Type (2021-2025)

Table 24. Global Mobile Value Added Services (Mvas) Market Size by Application

Table 25. Global Mobile Value Added Services (Mvas) Market Size by Application (2020-2025) & (M USD)

Table 26. Global Mobile Value Added Services (Mvas) Market Share by Application

(2020-2025)

Table 27. Global Mobile Value Added Services (Mvas) Sales Growth Rate by Application (2020-2025)

Table 28. Global Mobile Value Added Services (Mvas) Market Size by Region (2020-2025) & (M USD)

Table 29. Global Mobile Value Added Services (Mvas) Market Size Market Share by Region (2020-2025)

Table 30. North America Mobile Value Added Services (Mvas) Market Size by Country (2020-2025) & (M USD)

Table 31. Europe Mobile Value Added Services (Mvas) Market Size by Country (2020-2025) & (M USD)

Table 32. Asia Pacific Mobile Value Added Services (Mvas) Market Size by Region (2020-2025) & (M USD)

Table 33. South America Mobile Value Added Services (Mvas) Market Size by Country (2020-2025) & (M USD)

Table 34. Middle East and Africa Mobile Value Added Services (Mvas) Market Size by Region (2020-2025) & (M USD)

Table 35. America Movil Basic Information

Table 36. America Movil Mobile Value Added Services (Mvas) Product Overview

Table 37. America Movil Mobile Value Added Services (Mvas) Revenue (M USD) and Gross Margin (2020-2025)

Table 38. America Movil SWOT Analysis

Table 39. America Movil Business Overview

Table 40. America Movil Recent Developments

Table 41. Verizon Basic Information

Table 42. Verizon Mobile Value Added Services (Mvas) Product Overview

Table 43. Verizon Mobile Value Added Services (Mvas) Revenue (M USD) and Gross Margin (2020-2025)

Table 44. Verizon SWOT Analysis

Table 45. Verizon Business Overview

Table 46. Verizon Recent Developments

Table 47. T-Mobile Basic Information

Table 48. T-Mobile Mobile Value Added Services (Mvas) Product Overview

Table 49. T-Mobile Mobile Value Added Services (Mvas) Revenue (M USD) and Gross Margin (2020-2025)

Table 50. T-Mobile SWOT Analysis

Table 51. T-Mobile Business Overview

Table 52. T-Mobile Recent Developments

Table 53. ATandT Basic Information

Table 54. ATandT Mobile Value Added Services (Mvas) Product Overview
Table 55. ATandT Mobile Value Added Services (Mvas) Revenue (M USD) and Gross Margin (2020-2025)
Table 56. ATandT Business Overview
Table 57. ATandT Recent Developments
Table 58. Telcovas International Basic Information
Table 59. Telcovas International Mobile Value Added Services (Mvas) Product Overview
Table 60. Telcovas International Mobile Value Added Services (Mvas) Revenue (M USD) and Gross Margin (2020-2025)
Table 61. Telcovas International Business Overview
Table 62. Telcovas International Recent Developments
Table 63. Apple Basic Information
Table 64. Apple Mobile Value Added Services (Mvas) Product Overview
Table 65. Apple Mobile Value Added Services (Mvas) Revenue (M USD) and Gross Margin (2020-2025)
Table 66. Apple Business Overview
Table 67. Apple Recent Developments
Table 68. Onmobile Basic Information
Table 69. Onmobile Mobile Value Added Services (Mvas) Product Overview
Table 70. Onmobile Mobile Value Added Services (Mvas) Revenue (M USD) and Gross Margin (2020-2025)
Table 71. Onmobile Business Overview
Table 72. Onmobile Recent Developments
Table 73. GenieNG Basic Information
Table 74. GenieNG Mobile Value Added Services (Mvas) Product Overview
Table 75. GenieNG Mobile Value Added Services (Mvas) Revenue (M USD) and Gross Margin (2020-2025)
Table 76. GenieNG Business Overview
Table 77. GenieNG Recent Developments
Table 78. Vodafone Basic Information
Table 79. Vodafone Mobile Value Added Services (Mvas) Product Overview
Table 80. Vodafone Mobile Value Added Services (Mvas) Revenue (M USD) and Gross Margin (2020-2025)
Table 81. Vodafone Business Overview
Table 82. Vodafone Recent Developments
Table 83. ZTE Basic Information
Table 84. ZTE Mobile Value Added Services (Mvas) Product Overview
Table 85. ZTE Mobile Value Added Services (Mvas) Revenue (M USD) and Gross

Margin (2020-2025)

Table 86. ZTE Business Overview

Table 87. ZTE Recent Developments

Table 88. Teligent Telecom Basic Information

Table 89. Teligent Telecom Mobile Value Added Services (Mvas) Product Overview

Table 90. Teligent Telecom Mobile Value Added Services (Mvas) Revenue (M USD) and Gross Margin (2020-2025)

Table 91. Teligent Telecom Business Overview

Table 92. Teligent Telecom Recent Developments

Table 93. Bamboo Group Basic Information

Table 94. Bamboo Group Mobile Value Added Services (Mvas) Product Overview

Table 95. Bamboo Group Mobile Value Added Services (Mvas) Revenue (M USD) and Gross Margin (2020-2025)

Table 96. Bamboo Group Business Overview

Table 97. Bamboo Group Recent Developments

Table 98. Bercut Basic Information

Table 99. Bercut Mobile Value Added Services (Mvas) Product Overview

Table 100. Bercut Mobile Value Added Services (Mvas) Revenue (M USD) and Gross Margin (2020-2025)

Table 101. Bercut Business Overview

Table 102. Bercut Recent Developments

Table 103. China Mobile Basic Information

Table 104. China Mobile Mobile Value Added Services (Mvas) Product Overview

Table 105. China Mobile Mobile Value Added Services (Mvas) Revenue (M USD) and Gross Margin (2020-2025)

Table 106. China Mobile Business Overview

Table 107. China Mobile Recent Developments

Table 108. China Unicom Basic Information

Table 109. China Unicom Mobile Value Added Services (Mvas) Product Overview

Table 110. China Unicom Mobile Value Added Services (Mvas) Revenue (M USD) and Gross Margin (2020-2025)

Table 111. China Unicom Business Overview

Table 112. China Unicom Recent Developments

Table 113. China Telecom Basic Information

Table 114. China Telecom Mobile Value Added Services (Mvas) Product Overview

Table 115. China Telecom Mobile Value Added Services (Mvas) Revenue (M USD) and Gross Margin (2020-2025)

Table 116. China Telecom Business Overview

Table 117. China Telecom Recent Developments

Table 118. Global Mobile Value Added Services (Mvas) Market Size Forecast by Region (2026-2033) & (M USD)

Table 119. North America Mobile Value Added Services (Mvas) Market Size Forecast by Country (2026-2033) & (M USD)

Table 120. Europe Mobile Value Added Services (Mvas) Market Size Forecast by Country (2026-2033) & (M USD)

Table 121. Asia Pacific Mobile Value Added Services (Mvas) Market Size Forecast by Region (2026-2033) & (M USD)

Table 122. South America Mobile Value Added Services (Mvas) Market Size Forecast by Country (2026-2033) & (M USD)

Table 123. Middle East and Africa Mobile Value Added Services (Mvas) Market Size Forecast by Country (2026-2033) & (M USD)

Table 124. Global Mobile Value Added Services (Mvas) Market Size Forecast by Type (2026-2033) & (M USD)

Table 125. Global Mobile Value Added Services (Mvas) Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industry Chain of Mobile Value Added Services (Mvas)
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Mobile Value Added Services (Mvas) Market Size (M USD), 2024-2033
- Figure 5. Global Mobile Value Added Services (Mvas) Market Size (M USD) (2020-2033)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. Mobile Value Added Services (Mvas) Market Size by Country (M USD)
- Figure 10. Company Assessment Quadrant
- Figure 11. Global Mobile Value Added Services (Mvas) Product Life Cycle
- Figure 12. Global Mobile Value Added Services (Mvas) Revenue Share by Company in 2024
- Figure 13. Mobile Value Added Services (Mvas) Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 14. The Global 5 and 10 Largest Players: Market Share by Mobile Value Added Services (Mvas) Revenue in 2024
- Figure 15. Value Chain Map of Mobile Value Added Services (Mvas)
- Figure 16. Global Mobile Value Added Services (Mvas) Market PEST Analysis
- Figure 17. Global Mobile Value Added Services (Mvas) Market Porter's Five Forces Analysis
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 19. Global Mobile Value Added Services (Mvas) Market Share by Type
- Figure 20. Market Size Share of Mobile Value Added Services (Mvas) by Type (2020-2025)
- Figure 21. Market Size Share of Mobile Value Added Services (Mvas) by Type in 2024
- Figure 22. Global Mobile Value Added Services (Mvas) Market Size Growth Rate by Type (2021-2025)
- Figure 23. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 24. Global Mobile Value Added Services (Mvas) Market Share by Application
- Figure 25. Global Mobile Value Added Services (Mvas) Market Share by Application (2020-2025)
- Figure 26. Global Mobile Value Added Services (Mvas) Market Share by Application in 2024

Figure 27. Global Mobile Value Added Services (Mvas) Sales Growth Rate by Application (2020-2025)

Figure 28. Global Mobile Value Added Services (Mvas) Market Size Market Share by Region (2020-2025)

Figure 29. North America Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 30. North America Mobile Value Added Services (Mvas) Market Size Market Share by Country in 2024

Figure 31. U.S. Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 32. Canada Mobile Value Added Services (Mvas) Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Mexico Mobile Value Added Services (Mvas) Market Size (M USD) and Growth Rate (2020-2025)

Figure 34. Europe Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 35. Europe Mobile Value Added Services (Mvas) Market Share by Country in 2024

Figure 36. Germany Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. France Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. U.K. Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Italy Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Spain Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 41. Asia Pacific Mobile Value Added Services (Mvas) Market Size and Growth Rate (M USD)

Figure 42. Asia Pacific Mobile Value Added Services (Mvas) Market Size Market Share by Region in 2024

Figure 43. China Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. Japan Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. South Korea Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. India Mobile Value Added Services (Mvas) Market Size and Growth Rate

(2020-2025) & (M USD)

Figure 47. Southeast Asia Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 48. South America Mobile Value Added Services (Mvas) Market Size and Growth Rate (M USD)

Figure 49. South America Mobile Value Added Services (Mvas) Market Size Market Share by Country in 2024

Figure 50. Brazil Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Argentina Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Columbia Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 53. Middle East and Africa Mobile Value Added Services (Mvas) Market Size and Growth Rate (M USD)

Figure 54. Middle East and Africa Mobile Value Added Services (Mvas) Market Size Market Share by Region in 2024

Figure 55. Saudi Arabia Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. UAE Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Egypt Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. Nigeria Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. South Africa Mobile Value Added Services (Mvas) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 60. Global Mobile Value Added Services (Mvas) Market Size Forecast (2020-2033) & (M USD)

Figure 61. Global Mobile Value Added Services (Mvas) Market Share Forecast by Type (2026-2033)

Figure 62. Global Mobile Value Added Services (Mvas) Market Share Forecast by Application (2026-2033)

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