

# **Mobile Engagement Market by User Type (SME and LSE); By Solution (SMS & MMS, Push Notification, In-App Messaging, E-mail and App/Web Content); By Vertical (Financial Services, Retail, Travel & Hospitality and Telecom & IT) and Region - Global Forecast to 2023 and Region – Analysis of Market Size, Share & Trends for 2019 – 2020 and Forecasts to 2030**

<https://marketpublishers.com/r/M6B17F110421EN.html>

Date: May 2024

Pages: 161

Price: US\$ 5,000.00 (Single User License)

ID: M6B17F110421EN

## **Abstracts**

Mobile Engagement Market by User Type (SME and LSE); By Solution (SMS & MMS, Push Notification, In-App Messaging, E-mail and App/Web Content); By Vertical (Financial Services, Retail, Travel & Hospitality and Telecom & IT) and Region - Global Forecast to 2023 and Region – Analysis of Market Size, Share & Trends for 2019 – 2020 and Forecasts to 2030

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. MOBILE ENGAGEMENT**

- 2.1. Mobile Engagement Product Overview
- 2.2. Market Definition
- 2.3. Segmentation
- 2.4. Assumptions and Acronyms

### **3. RESEARCH METHODOLOGY**

- 3.1. Research Objectives
- 3.2. Primary Research
- 3.3. Secondary Research
- 3.4. Forecast Model
- 3.5. Market Size Estimation

### **4. AVERAGE PRICING ANALYSIS**

### **5. MARKET DYNAMICS**

- 5.1. Growth Drivers
- 5.2. Restraints
- 5.3. Opportunity
- 5.4. Trends

### **6. RECENT DEVELOPMENT, POLICIES & REGULATORY LANDSCAPE**

### **7. RISK ANALYSIS**

- 7.1. Demand Risk Analysis
- 7.2. Supply Risk Analysis

### **8. MOBILE ENGAGEMENT INDUSTRY ANALYSIS**

- 8.1. Porters Five Forces
  - 8.1.1. Threat of New Entrants

- 8.1.2. Bargaining Power of Suppliers
- 8.1.3. Threat of Substitutes
- 8.1.4. Rivalry
- 8.2. PEST Analysis
  - 8.2.1. Political
  - 8.2.2. Economic
  - 8.2.3. Social
  - 8.2.4. Technological

## **9. GLOBAL MOBILE ENGAGEMENT MARKET**

- 9.1. Market Size & forecast, 2019A-2030F
  - 9.1.1. By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
  - 9.1.2. By Volume (Million Units) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

## **10. GLOBAL MOBILE ENGAGEMENT: MARKET SEGMENTATION**

- 10.1. By Regions
  - 10.1.1. North America: (U.S. and Canada)
    - 10.1.1.1. By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
  - 10.1.2. Latin America: (Brazil, Mexico, Argentina, Rest of Latin America)
    - 10.1.2.1. By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
  - 10.1.3. Europe: (Germany, UK, France, Italy, Spain, BENELUX, NORDIC, Hungary, Poland, Turkey, Russia, Rest of Europe)
    - 10.1.3.1. By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
  - 10.1.4. Asia-Pacific: (China, India, Japan, South Korea, Indonesia, Malaysia, Australia, New Zealand, Rest of Asia Pacific)
    - 10.1.4.1. By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
  - 10.1.5. Middle East and Africa: (Israel, GCC, North Africa, South Africa, Rest of Middle East and Africa)
    - 10.1.5.1. By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
- 10.2. By Vertical: Market Share (2020-2030F)
  - 10.2.1. Financial Services, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
  - 10.2.2. Travel & Hospitality, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
  - 10.2.3. Telecom & IT, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
  - 10.2.4. Retail, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

## **11. BY SOLUTION: MARKET SHARE (2020-2030F)**

11.1. SMS & MMS, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

11.2. Push Notification, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%)  
2020-2030F

11.3. In-App Messaging, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%)  
2020-2030F

11.4. E-mail, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

11.5. App/Web Content, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%)  
2020-2030F

11.5.1. 10.4. By User Type: Market Share (2020-2030F)

**12. 13.**

**13. 14.**

## **14. 15. COMPANY PROFILE**

**15. 15.1. APPLE (US)**

**16. 15.1.1. COMPANY OVERVIEW**

**17. 15.1.2. COMPANY TOTAL REVENUE (FINANCIALS)**

**18. 15.1.3. MARKET POTENTIAL**

**19. 15.1.4. GLOBAL PRESENCE**

**20. 15.1.5. KEY PERFORMANCE INDICATORS**

**21. 15.1.6. SWOT ANALYSIS**

**22. 15.1.7. PRODUCT LAUNCH**

**23. 15.2. BLACKBERRY (CANADA),**

**24. 15.3. VERIZON WIRELESS (US),**

**25. 15.4. CONTINENTAL AG (GERMANY),**

**26. 15.5. ERICSSON (SWEDEN),**

**27. 15.6. BOSCH (GERMANY)**

**28. 15.7. JAPAN AUTOMOBILE MANUFACTURERS ASSOCIATION (JAMA),**

**29. 15.8. EUROPEAN AUTOMOBILE MANUFACTURERS ASSOCIATION (EAMA),**

**30. 15.9. CANADIAN AUTOMOBILE ASSOCIATION (CAA)**

**31. 15.10. KOREA AUTOMOBILE MANUFACTURERS ASSOCIATION (KAMA).**

Consultant Recommendation

\*\*The above given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

## I would like to order

Product name: Mobile Engagement Market by User Type (SME and LSE); By Solution (SMS & MMS, Push Notification, In-App Messaging, E-mail and App/Web Content); By Vertical (Financial Services, Retail, Travel & Hospitality and Telecom & IT) and Region - Global Forecast to 2023 and Region – Analysis of Market Size, Share & Trends for 2019 – 2020 and Forecasts to 2030

Product link: <https://marketpublishers.com/r/M6B17F110421EN.html>

Price: US\$ 5,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M6B17F110421EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970