

Global Mobile Value-Added Services (VAS) Market 2024 by Company, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G15618287D64EN.html>

Date: July 2024

Pages: 110

Price: US\$ 3,480.00 (Single User License)

ID: G15618287D64EN

Abstracts

According to our (Global Info Research) latest study, the global Mobile Value-Added Services (VAS) market size was valued at USD 637360 million in 2023 and is forecast to a readjusted size of USD 1334940 million by 2030 with a CAGR of 11.1% during review period.

Mobile value added services (MVAS) are defined as mobile services that are offered by mobile service providers apart from the voice communication services.

The quick innovations in technology have led to the evolution of MVAS beyond the voice communication services. It helps mobile service providers to create and sustain new revenue streams and drive ARPU. Rising mobile phones, network penetration, and increased return on marketing spend are some of the factors driving the mobile value added services market. Social media offer new opportunities for the vendors. Whereas, privacy concerns is the key challenge being faced by the marketers in the MVAS ecosystem.

The Global Info Research report includes an overview of the development of the Mobile Value-Added Services (VAS) industry chain, the market status of Personal (Short Messaging Service (SMS), Multimedia Messaging Service (MMS)), Commercial (Short Messaging Service (SMS), Multimedia Messaging Service (MMS)), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Mobile Value-Added Services (VAS).

Regionally, the report analyzes the Mobile Value-Added Services (VAS) markets in key regions. North America and Europe are experiencing steady growth, driven by

government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Mobile Value-Added Services (VAS) market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Mobile Value-Added Services (VAS) market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Mobile Value-Added Services (VAS) industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Short Messaging Service (SMS), Multimedia Messaging Service (MMS)).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Mobile Value-Added Services (VAS) market.

Regional Analysis: The report involves examining the Mobile Value-Added Services (VAS) market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Mobile Value-Added Services (VAS) market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Mobile Value-Added Services (VAS):

Company Analysis: Report covers individual Mobile Value-Added Services (VAS) players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Mobile Value-Added Services (VAS) This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Personal, Commercial).

Technology Analysis: Report covers specific technologies relevant to Mobile Value-Added Services (VAS). It assesses the current state, advancements, and potential future developments in Mobile Value-Added Services (VAS) areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Mobile Value-Added Services (VAS) market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Mobile Value-Added Services (VAS) market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Short Messaging Service (SMS)

Multimedia Messaging Service (MMS)

Interactive Voice Response(VIR)

Wireless Application Protocol(WAP)

Market segment by Application

Personal

Commercial

Market segment by players, this report covers

America Movil

Monty Mobile

StreamWIDE

Telcovas International

OneAPI

Nextgen

Andrexen

GenieNG

Nokia

Digicel Group

Vodafone

ZTE

Teligent Telecom

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

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

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and

Rest of Asia-Pacific)

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Mobile Value-Added Services (VAS) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Mobile Value-Added Services (VAS), with revenue, gross margin and global market share of Mobile Value-Added Services (VAS) from 2019 to 2024.

Chapter 3, the Mobile Value-Added Services (VAS) competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Mobile Value-Added Services (VAS) market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Mobile Value-Added Services (VAS).

Chapter 13, to describe Mobile Value-Added Services (VAS) research findings and conclusion.

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