

Mobile Data Market Size, Share & Trends Analysis Report By Transmission (Wireless, Wireline), By End-use (Consumer/Residential, Business), By Region (North America, Europe, APAC, CSA, MEA), And Segment Forecasts, 2022 - 2028

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Abstracts

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Mobile Data Market Growth & Trends

The global mobile data market size is expected to reach USD 902.5 billion by 2028, registering a CAGR of 6.9% over the forecast period, according to a new report by Grand View Research, Inc. The market is mainly driven by constantly increasing smartphone adoption, customer shift towards next-generation network technologies, and rising spending on the deployment of 5G infrastructure. The increase in the number of smartphones and the advent of social media platforms, according to the GSM Association, have been important growth drivers for the mobile data services industry. Aside from commercial digital transformation, the rising use of online learning has not only raised the need for digital education but also represents a high demand for continuous broadband connectivity.

Broadband services are essential for the digital transformation of a variety of industrial sectors, which encourages market expansion. Increased online commerce for retail items and services, digitalization of healthcare data, e-government initiatives, and rapidly growing social media are all contributing to market expansion. Mobile data services have shown immense growth in recent years and have enormous potential for advancing the digital transformation across various industry verticals by increasing productivity and lowering costs.

The trend of online learning is quickly gaining traction as more schools, colleges, and institutions embrace digital education, necessitating the need for a stable internet connection. Furthermore, the growing trend of work-from-home practices has permitted large-scale internet service installation in the household sector, owing to COVID-19 imposed lockdowns that stifled activities and created a boom in entertainment and social media platforms.

The Asia Pacific dominated the market in terms of revenue mainly due to wide infrastructure accessibility, technical developments, and vigorous government activities. Over the next several years, Asia Pacific countries-led by China and Japan-will embrace ultra-fast internet on their own, driving consumption rates and broadening the customer base. In addition, internet service providers continue to provide add-on services at affordable prices to appeal to consumers in the middle and lower-income markets. In addition, the region's vast customer base and rising disposable income are two important market growth factors.

North America accounted for a considerable revenue share in 2021 on account of rising internet consumption among enterprises, technically stable regional network infrastructure, and availability of universal broadband coverage. Additionally, advancements in 5G technology have further contributed to the growth of the regional market.

Mobile Data Market Report Highlights

The Asia Pacific made the largest contribution to the global mobile data with around 35% share in 2021. The growth of the regional market is driven by rising data consumption among high and low-income economies, advancements in 5G infrastructure, and growth of the OTT industry

Wireline transmission dominated the market with the highest share of 75% of the global market revenue in 2021. Technological innovations and user convenience have aided the industry's fast expansion. The rapid advancement of mobile wireless services from 3G to 4G and the rapid installation of 5G services have further fueled the demand for wireless mobile data services

The consumer/residential segment captured the largest market share in 2021. The growing trend of online learning, rise in OTT platforms, and inclination towards social media platforms have contributed to market growth

Latin America and Middle East & Africa are set to witness strong growth in coming years on account of increasing government initiatives, advancements in 5G technology, and evolving communication infrastructure

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