

U.S. Mobile Virtual Network Operator (MVNO) Market Size, Share & Trends Analysis Report By Type (Discount, Telecom, M2M), By Operational Model, By End Use, And Segment Forecasts, 2018 - 2025

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Abstracts

This report can be delivered to the clients within 48 Business Hours

The U.S. mobile virtual network operator (MVNO) market size is expected to reach USD 32.19 billion by 2025, according to a new report by Grand View Research, Inc., registering a 7.2% CAGR during the forecast period. Increasing demand for value-added services (VAS) over voice services has led to a rise in the adoption of MVNO in U.S.

Increasing demand for roaming MVNO model owing to rise in number of travelers in the country has greatly propelled the U.S. MVNO market over the forecast period. Additionally, MVNO operators have been offering service sets at lower costs, which is expected to considerably aid market growth.

Soaring demand for smartphones and mobile broadband, along with technological advancements and development of compact, lightweight, and multifunctional devices, is anticipated to significantly drive the U.S. market. Expansion of communication technologies such as LTE 4G and 5G as well as expansion of Wi-Fi offer growth opportunities for players.

A key trend that has been observed in the U.S. market is that MVNOs in the country allow their users to personalize their plans for meeting text, data, and voice demands. Increasing advancements in LTE infrastructure, which provides services such as VoLTE, ViLTE, and VoWiFi, is expected to offer growth prospects to market players

over the forecast period.

Further key findings from the report suggest:

The U.S. MVNO market is expected to project a CAGR of 7.2% over the forecast period, owing to increasing number of mobile subscribers in the country

By type, the discount segment is anticipated to dominate the market, with a revenue of USD 7.73 billion in 2025. This growth can be attributed to intense competition in the market, which encourages MVNOs to offer various discounts on voice, data, and text to retain existing users and attract new ones

On the basis of operational mode, the full MVNO segment is expected to reach USD 19.35 billion by 2025, owing to low capital investment required in setting it up

By way of end use, the consumer segment emerged dominant and is anticipated to register a CAGR of 7.0% over the forecast period. This growth can be attributed to growing advancements in high-speed mobile broadband and availability of low-cost smartphones in the market

Key industry participants include 7-Eleven Speak Out Wireless, AirVoice Wireless, Asahi Net, Boost Mobile LLC, CJ HelloVision Co. Ltd, and Cyfrowy Polsat SA.

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Research Methodology
- 1.2 Research Scope & Assumptions
- 1.3 List of Data Sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 U.S. MVNO - Industry Snapshot & Key Buying Criteria, 2014 - 2025
- 2.2 U.S. MVNO Market, 2014 - 2025
 - 2.2.1 U.S. MVNO market, by type, 2014 - 2025
 - 2.2.2 U.S. MVNO market, by operational model, 2014 - 2025
 - 2.2.3 U.S. MVNO market, by end use, 2014 - 2025

CHAPTER 3 U.S. MVNO INDUSTRY OUTLOOK

- 3.1 Market Segmentation and Scope
- 3.2 Market Size and Growth Prospects
- 3.3 U.S. MVNO - Value Chain Analysis
 - 3.3.1 Vendor landscape
- 3.4 U.S. MVNO - Market Dynamics
 - 3.4.1 Market driver analysis
 - 3.4.1.1 Growing mobile subscriber base
 - 3.4.1.2 Increasing demand for mobile broadband and smartphones
 - 3.4.2 Market restraint analysis
 - 3.4.2.1 Lack of awareness and expertise
- 3.5 U.S. MVNO - Porter's Five Forces Analysis
- 3.6 U.S. MVNO - Company Market Share Analysis, 2017
- 3.7 U.S. MVNO - PESTEL Analysis

CHAPTER 4 COMPETITIVE LANDSCAPE

- 4.1 7-Eleven Speak Out Wireless
 - 4.1.1 Company overview
 - 4.1.2 Financial performance
 - 4.1.3 Product benchmarking
- 4.2 AirVoice Wireless

- 4.2.1 Company overview
- 4.2.2 Financial performance
- 4.2.3 Product benchmarking
- 4.2.4 Strategic initiatives
- 4.3 Asahi Net
 - 4.3.1 Company overview
 - 4.3.2 Financial performance
 - 4.3.3 Product benchmarking
 - 4.3.4 Strategic initiatives
- 4.4 Boost Mobile LLC
 - 4.4.1 Company overview
 - 4.4.2 Financial performance
 - 4.4.3 Product benchmarking
 - 4.4.4 Strategic initiatives
- 4.5 CJ HelloVision Co. Ltd.
 - 4.5.1 Company overview
 - 4.5.2 Financial performance
 - 4.5.3 Product benchmarking
- 4.6 Cyfrowy Polsat SA
 - 4.6.1 Company overview
 - 4.6.2 Financial performance
 - 4.6.3 Product benchmarking
 - 4.6.4 Strategic initiatives
- 4.7 Drillisch Telecom
 - 4.7.1 Company overview
 - 4.7.2 Financial performance
 - 4.7.3 Product benchmarking
 - 4.7.4 Strategic initiatives
- 4.8 Exetel
 - 4.8.1 Company overview
 - 4.8.2 Financial performance
 - 4.8.3 Product benchmarking
 - 4.8.4 Strategic initiatives
- 4.9 FreedomPop
 - 4.9.1 Company overview
 - 4.9.2 Financial performance
 - 4.9.3 Product benchmarking
 - 4.9.4 Strategic initiatives
- 4.10 Freenet AG

- 4.10.1 Company overview
- 4.10.2 Financial performance
- 4.10.3 Product benchmarking
- 4.10.4 Strategic initiatives
- 4.11 FRiENDi Mobile
 - 4.11.1 Company overview
 - 4.11.2 Financial performance
 - 4.11.3 Product benchmarking
 - 4.11.4 Strategic initiatives
- 4.12 FirmTel
 - 4.12.1 Company overview
 - 4.12.2 Financial performance
 - 4.12.3 Product benchmarking
- 4.13 Giffgaff
 - 4.13.1 Company overview
 - 4.13.2 Financial performance
 - 4.13.3 Product benchmarking
 - 4.13.4 Strategic initiatives
- 4.14 IJmio
 - 4.14.1 Company overview
 - 4.14.2 Financial performance
 - 4.14.3 Product benchmarking
 - 4.14.4 Strategic initiatives
- 4.15 iiNet
 - 4.15.1 Company overview
 - 4.15.2 Financial performance
 - 4.15.3 Product benchmarking
 - 4.15.4 Strategic initiatives
- 4.16 Japan Communications Inc
 - 4.16.1 Company overview
 - 4.16.2 Financial performance
 - 4.16.3 Product benchmarking
 - 4.16.4 Strategic initiatives
- 4.17 KDDI Mobile
 - 4.17.1 Company overview
 - 4.17.2 Financial performance
 - 4.17.3 Product benchmarking
 - 4.17.4 Strategic initiatives
- 4.18 Kore Telematics

- 4.18.1 Company overview
- 4.18.2 Financial performance
- 4.18.3 Product benchmarking
- 4.18.4 Strategic initiatives
- 4.19 Lebara Group
 - 4.19.1 Company overview
 - 4.19.2 Financial performance
 - 4.19.3 Product benchmarking
 - 4.19.4 Strategic initiatives
- 4.20 Lyca Mobile
 - 4.20.1 Company overview
 - 4.20.2 Financial performance
 - 4.20.3 Product benchmarking
 - 4.20.4 Strategic initiatives
- 4.21 ONO Spain
 - 4.21.1 Company overview
 - 4.21.2 Financial performance
 - 4.21.3 Product benchmarking
 - 4.21.4 Strategic initiatives
- 4.22 Ortel Mobile
 - 4.22.1 Company overview
 - 4.22.2 Financial performance
 - 4.22.3 Product benchmarking
- 4.23 PlatinumTel Communications, LLC
 - 4.23.1 Company overview
 - 4.23.2 Financial performance
 - 4.23.3 Product benchmarking
 - 4.23.4 Strategic initiatives
- 4.24 PLDT Hong Kong
 - 4.24.1 Company overview
 - 4.24.2 Financial performance
 - 4.24.3 Product benchmarking
 - 4.24.4 Strategic initiatives
- 4.25 Poste Mobile SpA
 - 4.25.1 Company overview
 - 4.25.2 Financial performance
 - 4.25.3 Product benchmarking
 - 4.25.4 Strategic initiatives
- 4.26 Quebecor, Inc. (Canada)

- 4.26.1 Company overview
- 4.26.2 Financial performance
- 4.26.3 Product benchmarking
- 4.26.4 Strategic initiatives
- 4.27 Rakuten Mobile
 - 4.27.1 Company overview
 - 4.27.2 Financial performance
 - 4.27.3 Product benchmarking
 - 4.27.4 Strategic initiatives
- 4.28 SK Telecom
 - 4.28.1 Company overview
 - 4.28.2 Financial performance
 - 4.28.3 Product benchmarking
 - 4.28.4 Strategic initiatives
- 4.29 TalkTalk Group
 - 4.29.1 Company overview
 - 4.29.2 Financial performance
 - 4.29.3 Product benchmarking
 - 4.29.4 Strategic initiatives
- 4.30 Tesco Mobile Ltd
 - 4.30.1 Company overview
 - 4.30.2 Financial performance
 - 4.30.3 Product benchmarking
 - 4.30.4 Strategic initiatives
- 4.31 Ting Inc.
 - 4.31.1 Company overview
 - 4.31.2 Financial performance
 - 4.31.3 Product benchmarking
 - 4.31.4 Strategic initiatives
- 4.32 TracFone Wireless Inc
 - 4.32.1 Company overview
 - 4.32.2 Financial performance
 - 4.32.3 Product benchmarking
 - 4.32.4 Strategic initiatives
- 4.33 UPP Wireless
 - 4.33.1 Company overview
 - 4.33.2 Financial performance
 - 4.33.3 Product benchmarking
- 4.34 Virgin Mobile

- 4.34.1 Company overview
- 4.34.2 Financial performance
- 4.34.3 Product benchmarking
- 4.34.4 Strategic initiatives

List Of Tables

LIST OF TABLES

- Table 1 U.S. MVNO market, by revenue, 2014 - 2025 (USD Billion)
- Table 2 U.S. MVNO market, by subscribers, 2014 - 2025 (Million Subscribers)
- Table 3 Vendor landscape
- Table 4 U.S. MVNO market - Key market driver impact
- Table 5 U.S. MVNO market - Key market restraint impact
- Table 6 U.S. business MVNO market, 2014 - 2025 (USD Billion)
- Table 7 U.S. business MVNO market, by region, 2014 - 2025 (USD Billion)
- Table 8 U.S. discount MVNO market, 2014 - 2025 (USD Billion)
- Table 9 U.S. discount MVNO market, by region, 2014 - 2025 (USD Billion)
- Table 10 U.S. M2M MVNO market, 2014 - 2025 (USD Billion)
- Table 11 U.S. M2M MVNO market, by region, 2014 - 2025 (USD Billion)
- Table 12 U.S. media MVNO market, 2014 - 2025 (USD Billion)
- Table 13 U.S. media MVNO market, by region, 2014 - 2025 (USD Billion)
- Table 14 U.S. migrant MVNO market, 2014 - 2025 (USD Billion)
- Table 15 U.S. migrant MVNO market, by region, 2014 - 2025 (USD Billion)
- Table 16 U.S. retail MVNO market, 2014 - 2025 (USD Billion)
- Table 17 U.S. retail MVNO market, by region, 2014 - 2025 (USD Billion)
- Table 18 U.S. roaming MVNO market, 2014 - 2025 (USD Billion)
- Table 19 U.S. roaming MVNO market, by region, 2014 - 2025 (USD Billion)
- Table 20 U.S. telecom MVNO market, 2014 - 2025 (USD Billion)
- Table 21 U.S. telecom MVNO market, by region, 2014 - 2025 (USD Billion)
- Table 22 U.S. full MVNO market, 2014 - 2025 (USD Billion)
- Table 23 U.S. full MVNO market, by region, 2014 - 2025 (USD Billion)
- Table 24 U.S. reseller MVNO market, 2014 - 2025 (USD Billion)
- Table 25 U.S. reseller MVNO market, by region, 2014 - 2025 (USD Billion)
- Table 26 U.S. service operator MVNO market, 2014 - 2025 (USD Billion)
- Table 27 U.S. service operator MVNO market, by region, 2014 - 2025 (USD Billion)
- Table 28 U.S. consumer MVNO market, 2014 - 2025 (USD Billion)
- Table 29 U.S. consumer MVNO market, by region, 2014 - 2025 (USD Billion)
- Table 30 U.S. enterprise MVNO market, 2014 - 2025 (USD Billion)
- Table 31 U.S. enterprise MVNO market, by region, 2014 - 2025 (USD Billion)

List Of Figures

LIST OF FIGURES

Fig. 1 U.S. MVNO market segmentation & scope

Fig. 2 U.S. MVNO market, 2014 - 2025 (USD Billion)

Fig. 3 U.S. MVNO - Value chain analysis

Fig. 4 U.S. MVNO categorization

Fig. 5 U.S. MVNO - Market dynamics

Fig. 6 Mobile connections (excluding M2M), 2014 - 2025 (Million)

Fig. 7 U.S. MVNO - Porter's analysis

Fig. 8 U.S. MVNO - PESTEL analysis

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