

# Global Mobile Commerce(M-Commerce) Industry Market Research 2019

<https://marketpublishers.com/r/GF66A13123FFEN.html>

Date: January 2020

Pages: 183

Price: US\$ 2,600.00 (Single User License)

ID: GF66A13123FFEN

## Abstracts

In this report, we analyze the Mobile Commerce(M-Commerce) industry from two aspects. One part is about its production and the other part is about its consumption. In terms of its production, we analyze the production, revenue, gross margin of its main manufacturers and the unit price that they offer in different regions from 2014 to 2019. In terms of its consumption, we analyze the consumption volume, consumption value, sale price, import and export in different regions from 2014 to 2019. We also make a prediction of its production and consumption in coming 2019-2024.

At the same time, we classify different Mobile Commerce(M-Commerce) based on their definitions. Upstream raw materials, equipment and downstream consumers analysis is also carried out. What is more, the Mobile Commerce(M-Commerce) industry development trends and marketing channels are analyzed.

Finally, the feasibility of new investment projects is assessed, and overall research conclusions are offered.

Key players in global Mobile Commerce(M-Commerce) market include:

Ericsson  
Google  
Gemalto  
IBM  
MasterCard  
Oxygen8  
Mopay  
PayPal  
Visa

## SAP

Market segmentation, by product types:

Premium SMS

Near Field Communication (NFC)

Direct Carrier Billing

Wireless Application Protocol (WAP)

Others

Market segmentation, by applications:

Retailing

Billing

Ticketing Services

Others

Market segmentation, by regions:

North America

Europe

Asia Pacific

Middle East & Africa

Latin America

The report can answer the following questions:

1. What is the global (North America, South America, Europe, Africa, Middle East, Asia, China, Japan) production, production value, consumption, consumption value, import and export of Mobile Commerce(M-Commerce)?
2. Who are the global key manufacturers of Mobile Commerce(M-Commerce) industry? How are their operating situation (capacity, production, price, cost, gross and revenue)?
3. What are the types and applications of Mobile Commerce(M-Commerce)? What is the market share of each type and application?
4. What are the upstream raw materials and manufacturing equipment of Mobile Commerce(M-Commerce)? What is the manufacturing process of Mobile Commerce(M-Commerce)?
5. Economic impact on Mobile Commerce(M-Commerce) industry and development trend of Mobile Commerce(M-Commerce) industry.
6. What will the Mobile Commerce(M-Commerce) market size and the growth rate be in 2024?
7. What are the key factors driving the global Mobile Commerce(M-Commerce)

industry?

8. What are the key market trends impacting the growth of the Mobile Commerce(M-Commerce) market?

9. What are the Mobile Commerce(M-Commerce) market challenges to market growth?

10. What are the Mobile Commerce(M-Commerce) market opportunities and threats faced by the vendors in the global Mobile Commerce(M-Commerce) market?

Objective of Studies:

1. To provide detailed analysis of the market structure along with forecast of the various segments and sub-segments of the global Mobile Commerce(M-Commerce) market.
2. To provide insights about factors affecting the market growth. To analyze the Mobile Commerce(M-Commerce) market based on various factors- price analysis, supply chain analysis, Porter five force analysis etc.
3. To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia, Latin America and Rest of the World.
4. To provide country level analysis of the market with respect to the current market size and future prospective.
5. To provide country level analysis of the market for segment by application, product type and sub-segments.
6. To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market.
7. To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments in the global Mobile Commerce(M-Commerce) market.

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