

# Global Mobile Value-Added Services (VAS) Industry Market Research 2019

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## Abstracts

In this report, we analyze the Mobile Value-Added Services (VAS) 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 Value-Added Services (VAS) based on their definitions. Upstream raw materials, equipment and downstream consumers analysis is also carried out. What is more, the Mobile Value-Added Services (VAS) 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 Value-Added Services (VAS) market include:

America Movil

Apple

Comviva Technologies

Google

AT&T

Blackberry

CanvasM Technologies

KongZhong

#### Near (AdNear)

Nokia  
OnMobile  
Samsung  
Sprint  
Vodafone  
ZTE

#### Market segmentation, by product types:

Short Messaging Service (SMS)  
Multimedia Messaging Service (MMS)  
Location Based Services  
Mobile Email & IM  
Mobile Money  
Mobile Advertising  
Mobile Infotainment

#### Market segmentation, by applications:

BFSI  
Media and Entertainment  
Healthcare  
Education  
Retail  
Government  
Telecom & IT  
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 Value-Added Services (VAS)?
2. Who are the global key manufacturers of Mobile Value-Added Services (VAS) industry? How are their operating situation (capacity, production, price, cost, gross and revenue)?
3. What are the types and applications of Mobile Value-Added Services (VAS)? What is the market share of each type and application?
4. What are the upstream raw materials and manufacturing equipment of Mobile Value-Added Services (VAS)? What is the manufacturing process of Mobile Value-Added Services (VAS)?
5. Economic impact on Mobile Value-Added Services (VAS) industry and development trend of Mobile Value-Added Services (VAS) industry.
6. What will the Mobile Value-Added Services (VAS) market size and the growth rate be in 2024?
7. What are the key factors driving the global Mobile Value-Added Services (VAS) industry?
8. What are the key market trends impacting the growth of the Mobile Value-Added Services (VAS) market?
9. What are the Mobile Value-Added Services (VAS) market challenges to market growth?
10. What are the Mobile Value-Added Services (VAS) market opportunities and threats faced by the vendors in the global Mobile Value-Added Services (VAS) 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 Value-Added Services (VAS) market.
2. To provide insights about factors affecting the market growth. To analyze the Mobile Value-Added Services (VAS) 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 Value-Added Services (VAS) market.

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