

# Mobile Value-Added Services (MVAS) Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The global mobile value-added services market size reached US\$ 852.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 2,011.0 Billion by 2028, exhibiting a growth rate (CAGR) of 15.32% during 2023-2028.

Mobile value-added services (MVAS) refer to various non-core facilities offered by the telecommunications sector. This includes short message service (SMS), Interactive Voice and Video Response (IVVR), Wireless Application Protocol (WAP), Unstructured Supplementary Service Data (USSD), utility VAS, social networking, infotainment and m-education. These additional services are offered by the operator at a supplementary charge and are considered as an effective source of added revenue. Apart from this, these services also aid in enhancing the overall consumer experience, improving the pricing proposition and optimizing the return on investment (ROI) for the operator.

Rising urbanization, along with a significant increase in the number of smartphone and tablet users across the globe, is one of the key factors driving the growth of the market. Furthermore, the increasing penetration of 3G and 4G services that have resulted in the widespread utilization of mobile applications and the web is also providing a boost to the market growth. The growing preference, especially among the youth population, for value-based content in the form of over-the-top (OTT) media services to access innovative content on-the-go, is acting as another major growth-inducing factor. Additionally, the emerging trend of digitization across industries is also creating a positive outlook for the market growth. For instance, car rental service providers are using mobile location-based services (LBS) to offer tracking facilities to their consumers.

Other factors, including advancements in the 5G technology, improvements in the telecommunications infrastructure and the introduction of cloud-based VAS systems, are projected to drive the market further.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global mobile value-added services market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on solution, device type, end-user and vertical.

#### Breakup by Solution:

Short Messaging Service (SMS)

Multimedia Messaging Service (MMS)

Location Based Services

Mobile Email & IM

Mobile Money

Mobile Advertising

Mobile Infotainment

Others

#### Breakup by Device Type:

Mobile Phone

Tablet PC

Laptop/Data-Card

Others

**Breakup by End-User:**

SMBs

Enterprises

**Breakup by Vertical:**

BFSI

Media and Entertainment

Healthcare

Education

Retail

Government

Telecom &amp; IT

Others

**Breakup by Region:**

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being AT&T, Alphabet Inc., Amazon.com Inc., Apple Inc., Baidu Inc., Comverse

Technology Inc., Gaana.com, Gemalto, Google LLC, InMobi, Kongzhong Corp, Mahindra Comviva, Mobily, One97 Communications Ltd., OnMobile, Vodafone Group Plc, etc.

Key Questions Answered in This Report:

How has the global mobile value-added services (MVAS) market performed so far and how will it perform in the coming years?

What are the key regional markets?

What has been the impact of COVID-19 on the global mobile value-added services (MVAS) market?

What is the breakup of the market based on the solution?

What is the breakup of the market based on the device type?

What is the breakup of the market based on the end-user?

What is the breakup of the market based on the vertical?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global mobile value-added services (MVAS) market and who are the key players?

What is the degree of competition in the industry?

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