

# **Mobile Value-Added Services (MVAS) Market Report by Solution (Short Messaging Service (SMS), Multimedia Messaging Service (MMS), Location Based Services, Mobile Email and IM, Mobile Money, Mobile Advertising, Mobile Infotainment, and Others), Device Type (Mobile Phone, Tablet PC, Laptop or Data-Card, and Others), End-User (SMBS, Enterprises), Vertical (BFSI, Media and Entertainment, Healthcare, Education, Retail, Government, Telecom and IT, and Others), and Region 2024-2032**

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## **Abstracts**

The global mobile value-added services (MVAS) market size reached US\$ 983.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3,156.2 Billion by 2032, exhibiting a growth rate (CAGR) of 13.4% during 2024-2032. The growing adoption of smartphones and mobile devices, rising demand for personalized and convenient user experiences, and innovations in mobile technology and deployment of fifth generation (5G) networks are some of the major factors propelling the market.

Mobile value-added services (MVAS) refer to additional services that are beyond basic voice communication and text messaging that mobile operators offer to enhance user experience and generate additional revenue streams. They comprise a wide range of offerings, such as mobile apps, content subscriptions, mobile banking, and entertainment services. They have capabilities of mobile devices and networks to provide users with convenient and value-enhancing functionalities. As they create a

comprehensive and personalized mobile experience, the demand for MVAS is increasing across the globe.

At present, the rising integration of location-based services, such as navigation, local recommendations, and geotargeted marketing, in MVAS to enhance user engagement, is contributing to the growth of the market. In line with this, the growing demand for faster and more reliable data transmission is providing a positive market outlook. Moreover, the increasing popularity of mobile apps and digital content consumption is offering lucrative growth opportunities to industry investors. Apart from this, the rising preference for mobile payments and financial services among the masses around the world is strengthening the growth of the market. Furthermore, favorable government policies worldwide are supporting the growth of the market. Besides this, the rising demand for MVAS in the healthcare sector in fitness apps, remote patient monitoring, and wellness coaching, along with the increasing focus on health and self-care, is bolstering the growth of the market.

#### Mobile Value-Added Services (MVAS) Market Trends/Drivers:

##### Rising adoption of smartphones and mobile devices

The rising adoption of smartphones and other mobile devices among the masses, along with the ease of internet facilities around the world, is contributing to the growth of the market. In addition, smartphones act as a versatile platform that assists in handling daily tasks easily and efficiently. Mobile devices provide individuals with instant access to a wide range of information and services. In line with this, the availability of high-speed internet connectivity allows users to stay connected, access social media platforms, and browse the internet seamlessly without any delay and disruptions. Apart from this, users are increasingly seeking value beyond basic communication, which is offering a positive market outlook. From entertainment and education to productivity and health, MVAS caters to various aspects of users.

##### Increasing demand for personalized and convenient experiences

The increasing demand for personalized and convenient experiences among individuals worldwide is bolstering the growth of the market. In line with this, MVAS provides tailored solutions that cater to individual preferences and needs. Consumers expect seamless access to services that align with their interests and behaviors. Apart from this, MVAS caters to the different needs of individuals by offering services, such as personalized content recommendations, location-based services, and customized notifications. In addition, the ability to access relevant information and services in real

time assists in enhancing user satisfaction and engagement, which is positively influencing the market. MVAS providers are continuously innovating their offerings to stay relevant in a competitive landscape.

### Innovations in mobile technology and connectivity

Various players are innovating mobile technology to attract a large consumer base across the globe. In addition, the deployment of fifth generation (5G) networks is increasing the capabilities of mobile devices. Besides this, the 5G technology assists in enhancing the potential for delivering more immersive and data intensive MVAS content due to its higher data speeds, lower latency, and increased network capacity. In line with this, these advancements are particularly crucial for services, such as augmented reality (AR), virtual reality (VR), and high-definition video streaming. The improved connectivity allows businesses to create and deliver improved and more interactive MVAS offerings that enhance user experiences.

### Mobile Value-Added Services (MVAS) Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global mobile value-added services (MVAS) market report, along with forecasts at the global, regional and country levels for 2024-2032. 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 and IM
- Mobile Money
- Mobile Advertising
- Mobile Infotainment
- Others

Short messaging service (SMS) represents the largest market segment

The report has provided a detailed breakup and analysis of the market based on the solution. This includes short messaging service (SMS), multimedia messaging service (MMS), location based services, mobile email and IM, mobile money, mobile advertising, mobile infotainment, and others. According to the report, short messaging

service (SMS) represented the largest segment. Short messaging service (SMS) is an essential component of MVAS that enables users to exchange concise text messages over mobile networks. SMS-based solutions comprise a wide range of functionalities, such as transactional notifications, alerts, two-factor authentication, and marketing campaigns. In addition, businesses are integrating SMS for enhanced customer engagement, sending timely updates, promotions, and service-related information. It is compatible with virtually all mobile devices and has low cost and minimal technical requirements, which makes SMS a viable option in various regions and industries.

#### Breakup by Device Type:

Mobile Phone

Tablet PC

Laptop or Data-Card

Others

The report has provided a detailed breakup and analysis of the market based on the device type. This includes mobile phone, tablet PC, laptop or data-card, and others.

These services in mobile phones range from SMS-based solutions to mobile apps that cater to various needs, such as communication, entertainment, and productivity among the masses. In addition, the portability and connectivity of mobile phones enable users to access a diverse range of MVAS easily.

Tablet PCs offer a larger screen and enhanced multimedia capabilities, which makes them suitable for content consumption and interactive experiences. MVAS tailored for tablets, includes e-books, video streaming, and interactive educational apps. Users often opt for tablet-specific applications due to their larger display for a more immersive experience.

Laptop or data-card enables users to access MVAS with a focus on productivity, research, and connectivity. These devices are commonly used for work-related services, such as cloud-based collaboration, online meetings, and data-intensive applications. Laptops provide a more comprehensive interface for MVAS requiring extensive input or complex interactions.

#### Breakup by End-User:

SMBs

## Enterprises

Enterprises account for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the end-user. This includes SMBs and enterprises. According to the report, enterprises represented the largest segment. Enterprises encompass a wide range of businesses of all sizes of various industries. Enterprises are seeking to leverage MVAS to enhance their operations, customer engagement, and overall efficiency, which is offering a positive market outlook. MVAS solutions tailored for enterprises include mobile marketing campaigns, business communication tools, mobile payment integrations, and workforce management applications. Enterprises utilize MVAS to streamline communication with customers and clients and facilitate real-time updates, transaction notifications, and personalized offers. Additionally, mobile apps and services cater to internal functions, optimize employee collaboration, project management, and data analysis.

### Breakup by Vertical:

BFSI

Media and Entertainment

Healthcare

Education

Retail

Government

Telecom and IT

Others

Government holds the biggest market share

The report has provided a detailed breakup and analysis of the market based on the vertical. This includes BFSI, media and entertainment, healthcare, education, retail, government, telecom and IT, and others. According to the report, government represented the largest segment. MVAS solutions for governments encompass a range of applications, such as emergency alerts, public information dissemination, and interactive platforms for citizen feedback. Government agencies also utilize MVAS for administrative processes, such as mobile-based e-governance services for applications like online tax payment, vehicle registration, and document verification. These solutions enhance convenience for citizens and promote transparency in government operations.

Furthermore, MVAS aids in disaster management and enables timely alerts and coordination during crises.

#### 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

Asia Pacific exhibits a clear dominance, accounting for the largest mobile value-added services (MVAS) market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

Asia Pacific held the biggest market share due to the increasing adoption of mobile technology. In addition, rising collaborations between mobile operators and content providers is propelling the growth of the market. Apart from this, the growing adoption of smartphones among individuals is offering a positive market outlook in the region. Additionally, favorable government initiatives for promoting digitalization and smart city development are contributing to the growth in the Asia Pacific market.

#### Competitive Landscape:

Key players are continually introducing new and diverse services by developing mobile apps, content subscriptions, personalized experiences, and interactive platforms to cater to a wide range of user needs, from entertainment to productivity. In addition, increasing collaborations between MVAS providers, mobile operators, content creators, and technology companies facilitate the integration of content, technology, and distribution channels, that enhance the MVAS ecosystem. Apart from this, companies are focusing on improving user experiences by enhancing the design, functionality, and ease of use of their services. They are incorporating user feedback to refine services and ensure optimal engagement of users. Furthermore, manufacturers are investing in advanced security measures to ensure the data protection of users.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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

Recent Developments:

In 2021, InMobi collaborated with The Trade Desk to expand access to the pulse brand lift solution for marketers. Through the partnership, InMobi's mobile-first consumer intelligence platform – InMobi Pulse, will be available on The Trade Desk's demand side platform (DSP).

In 2020, Apple announced that even more customers can enjoy many of Apple's most popular Services. The App Store, Apple Arcade, Apple Music, Apple Podcasts, and iCloud are now available in 20 more countries, and Apple Music is available in 52 additional countries.

In 2023, Google announced a range of new artificial intelligence-powered features in its translation application at its Live from Paris virtual event. The new features include more contextual translation options with descriptions and examples, a redesigned app for Apple's iOS operating system, and an augmented-reality translation feature through Google Lens.

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 drivers, restraints, and opportunities in the global mobile value-added services (MVAS) market?

What is the impact of each driver, restraint, and opportunity on the global mobile value-added services (MVAS) market?

What are the key regional markets?

Which countries represent the most attractive mobile value-added services (MVAS) market?

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

Which is the most attractive solution in the mobile value-added services (MVAS) market?

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

Which is the most attractive device type in the mobile value-added services (MVAS) market?

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

Which is the most attractive end-user in the mobile value-added services (MVAS) market?

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

Which is the most attractive vertical in the mobile value-added services (MVAS) market?

What is the competitive structure of the global mobile value-added services (MVAS)



market?

Who are the key players/companies in the global mobile value-added services (MVAS) market?

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