

# Mobile Virtual Network Operator (MVNO) Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global mobile virtual network operator (MVNO) market size reached US\$ 73.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 119.6 Billion by 2028, exhibiting a growth rate (CAGR) of 7.36% during 2023-2028.

Mobile virtual network operators (MVNOs) refer to the wireless services providers that do not own the network infrastructure but instead buy network capacity from existing MNOs to deliver services to their users. They work on various operational modes such as full MVNO, reseller, service operator, etc. Mobile virtual network operators focus on specific segments in the market, offering customized plans for them. Compared to mobile network operators (MNOs), they provide lower prices and greater advantages because there is no need for a sizable workforce or significant investment to create and maintain networks.

### Mobile Virtual Network Operator (MVNO) Market Trends:

The inflating need for communication-based services with better network facilities is primarily driving the global mobile virtual network operator (MVNO) market. Additionally, the elevating popularity of digital services, including cloud-based solutions, machine-to-machine (M2M) transactions, mobile money, etc., is acting as another significant growth-inducing factor. Besides this, the launch of numerous innovative government policies, such as the European government's Digital Single Market (DSM) strategy which aims to provide better network service access for consumers and promote digital services across Europe, is also fueling the demand for MVNOs. Furthermore, the implementation of several regulatory frameworks that allow the co-existence of MVNOs with MNOs is creating a positive outlook for the global market. Apart from this, the escalating demand for cost-effective wireless network services for day-to-day requirements like OTT

streaming, video conferences, online gaming, etc., is further catalyzing the growth of the MVNO market. Moreover, increasing advancements in LTE infrastructures, which provide services such as VoLTE, ViLTE, and VoWiFi, are positively influencing the global market. Numerous other factors, including the escalating popularity of embedded SIM cards and extensive investments in 5G MVNO technology to offer efficient communication services with low latency, are expected to bolster the global mobile virtual network operator (MVNO) market over the forecast period.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global mobile virtual network operator (MVNO) market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, operational model, service type and subscribers.

#### Breakup by Type:

Media and Entertainment

Discount

Business

Cellular M2M

Migrant

Retail

Telecom

Roaming

#### Breakup by Operational Model:

Reseller MVNO

Service Operator MVNO

Full MVNO

#### Breakup by Service Type:

Postpaid

Prepaid

#### Breakup by Subscribers:

Business  
Individual/Residential

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 along with the profiles of the key players being Airvoice Wireless, Amdocs, Asahi Net Inc., Boost Mobile, FreedomPop, Friendi Mobile, Kajeet Inc., Kddi Corporation, Lebara, Lycamobile, Tracfone Wireless Inc and Virgin Media Business.

Key Questions Answered in This Report:

How has the global mobile virtual network operator (MVNO) market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global mobile virtual network operator (MVNO) market?

What are the key regional markets?

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

What is the breakup of the market based on the operational model?

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

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

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 virtual network operator (MVNO) market and who are the key players?

What is the degree of competition in the industry?

## Contents

### 1 PREFACE

### 2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### 3 EXECUTIVE SUMMARY

### 4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

### 5 GLOBAL MOBILE VIRTUAL NETWORK OPERATOR (MVNO) MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### 6 MARKET BREAKUP BY TYPE

- 6.1 Media and Entertainment
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Discount
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Business

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Cellular M2M
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast
- 6.5 Migrant
  - 6.5.1 Market Trends
  - 6.5.2 Market Forecast
- 6.6 Retail
  - 6.6.1 Market Trends
  - 6.6.2 Market Forecast
- 6.7 Telecom
  - 6.7.1 Market Trends
  - 6.7.2 Market Forecast
- 6.8 Roaming
  - 6.8.1 Market Trends
  - 6.8.2 Market Forecast

## **7 MARKET BREAKUP BY OPERATIONAL MODEL**

- 7.1 Reseller MVNO
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Service Operator MVNO
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Full MVNO
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast

## **8 MARKET BREAKUP BY SERVICE TYPE**

- 8.1 Postpaid
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Prepaid
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast

## **9 MARKET BREAKUP BY SUBSCRIBERS**

### 9.1 Business

#### 9.1.1 Market Trends

#### 9.1.2 Market Forecast

### 9.2 Individual/Residential

#### 9.2.1 Market Trends

#### 9.2.2 Market Forecast

## **10 MARKET BREAKUP BY REGION**

### 10.1 North America

#### 10.1.1 United States

##### 10.1.1.1 Market Trends

##### 10.1.1.2 Market Forecast

#### 10.1.2 Canada

##### 10.1.2.1 Market Trends

##### 10.1.2.2 Market Forecast

### 10.2 Asia-Pacific

#### 10.2.1 China

##### 10.2.1.1 Market Trends

##### 10.2.1.2 Market Forecast

#### 10.2.2 Japan

##### 10.2.2.1 Market Trends

##### 10.2.2.2 Market Forecast

#### 10.2.3 India

##### 10.2.3.1 Market Trends

##### 10.2.3.2 Market Forecast

#### 10.2.4 South Korea

##### 10.2.4.1 Market Trends

##### 10.2.4.2 Market Forecast

#### 10.2.5 Australia

##### 10.2.5.1 Market Trends

##### 10.2.5.2 Market Forecast

#### 10.2.6 Indonesia

##### 10.2.6.1 Market Trends

##### 10.2.6.2 Market Forecast

#### 10.2.7 Others

##### 10.2.7.1 Market Trends

- 10.2.7.2 Market Forecast
- 10.3 Europe
  - 10.3.1 Germany
    - 10.3.1.1 Market Trends
    - 10.3.1.2 Market Forecast
  - 10.3.2 France
    - 10.3.2.1 Market Trends
    - 10.3.2.2 Market Forecast
  - 10.3.3 United Kingdom
    - 10.3.3.1 Market Trends
    - 10.3.3.2 Market Forecast
  - 10.3.4 Italy
    - 10.3.4.1 Market Trends
    - 10.3.4.2 Market Forecast
  - 10.3.5 Spain
    - 10.3.5.1 Market Trends
    - 10.3.5.2 Market Forecast
  - 10.3.6 Russia
    - 10.3.6.1 Market Trends
    - 10.3.6.2 Market Forecast
  - 10.3.7 Others
    - 10.3.7.1 Market Trends
    - 10.3.7.2 Market Forecast
- 10.4 Latin America
  - 10.4.1 Brazil
    - 10.4.1.1 Market Trends
    - 10.4.1.2 Market Forecast
  - 10.4.2 Mexico
    - 10.4.2.1 Market Trends
    - 10.4.2.2 Market Forecast
  - 10.4.3 Others
    - 10.4.3.1 Market Trends
    - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
  - 10.5.1 Market Trends
  - 10.5.2 Market Breakup by Country
  - 10.5.3 Market Forecast

## **11 SWOT ANALYSIS**



- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

## **12 VALUE CHAIN ANALYSIS**

## **13 PORTERS FIVE FORCES ANALYSIS**

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

## **14 PRICE ANALYSIS**

## **15 COMPETITIVE LANDSCAPE**

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
  - 15.3.1 Airvoice Wireless
    - 15.3.1.1 Company Overview
    - 15.3.1.2 Product Portfolio
  - 15.3.2 Amdocs
    - 15.3.2.1 Company Overview
    - 15.3.2.2 Product Portfolio
  - 15.3.3 Asahi Net Inc.
    - 15.3.3.1 Company Overview
    - 15.3.3.2 Product Portfolio
  - 15.3.4 Boost Mobile
    - 15.3.4.1 Company Overview
    - 15.3.4.2 Product Portfolio
  - 15.3.5 FreedomPop
    - 15.3.5.1 Company Overview

- 15.3.5.2 Product Portfolio
- 15.3.6 Friendi Mobile
  - 15.3.6.1 Company Overview
  - 15.3.6.2 Product Portfolio
- 15.3.7 Kajeet Inc.
  - 15.3.7.1 Company Overview
  - 15.3.7.2 Product Portfolio
- 15.3.8 Kddi Corporation
  - 15.3.8.1 Company Overview
  - 15.3.8.2 Product Portfolio
- 15.3.9 Lebara
  - 15.3.9.1 Company Overview
  - 15.3.9.2 Product Portfolio
- 15.3.10 Lycamobile
  - 15.3.10.1 Company Overview
  - 15.3.10.2 Product Portfolio
- 15.3.11 Tracfone Wireless Inc
  - 15.3.11.1 Company Overview
  - 15.3.11.2 Product Portfolio
- 15.3.12 Virgin Media Business
  - 15.3.12.1 Company Overview
  - 15.3.12.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: Global: Mobile Virtual Network Operator Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Mobile Virtual Network Operator Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 3: Global: Mobile Virtual Network Operator Market Forecast: Breakup by Operational Model (in Million US\$), 2023-2028

Table 4: Global: Mobile Virtual Network Operator Market Forecast: Breakup by Service Type (in Million US\$), 2023-2028

Table 5: Global: Mobile Virtual Network Operator Market Forecast: Breakup by Subscribers (in Million US\$), 2023-2028

Table 6: Global: Mobile Virtual Network Operator Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 7: Global: Mobile Virtual Network Operator Market: Competitive Structure

Table 8: Global: Mobile Virtual Network Operator Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Mobile Virtual Network Operator Market: Major Drivers and Challenges

Figure 2: Global: Mobile Virtual Network Operator Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Mobile Virtual Network Operator Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Mobile Virtual Network Operator Market: Breakup by Type (in %), 2022

Figure 5: Global: Mobile Virtual Network Operator Market: Breakup by Operational Model (in %), 2022

Figure 6: Global: Mobile Virtual Network Operator Market: Breakup by Service Type (in %), 2022

Figure 7: Global: Mobile Virtual Network Operator Market: Breakup by Subscribers (in %), 2022

Figure 8: Global: Mobile Virtual Network Operator Market: Breakup by Region (in %), 2022

Figure 9: Global: Mobile Virtual Network Operator (Media and Entertainment) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Mobile Virtual Network Operator (Media and Entertainment) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Mobile Virtual Network Operator (Discount) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Mobile Virtual Network Operator (Discount) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Mobile Virtual Network Operator (Business) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Mobile Virtual Network Operator (Business) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Mobile Virtual Network Operator (Cellular M2M) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Mobile Virtual Network Operator (Cellular M2M) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Mobile Virtual Network Operator (Migrant) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Mobile Virtual Network Operator (Migrant) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Mobile Virtual Network Operator (Retail) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Mobile Virtual Network Operator (Retail) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: Mobile Virtual Network Operator (Telecom) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Global: Mobile Virtual Network Operator (Telecom) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Global: Mobile Virtual Network Operator (Roaming) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Global: Mobile Virtual Network Operator (Roaming) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Global: Mobile Virtual Network Operator (Reseller MVNO) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Global: Mobile Virtual Network Operator (Reseller MVNO) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Global: Mobile Virtual Network Operator (Service Operator MVNO) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Global: Mobile Virtual Network Operator (Service Operator MVNO) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Global: Mobile Virtual Network Operator (Full MVNO) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Global: Mobile Virtual Network Operator (Full MVNO) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Global: Mobile Virtual Network Operator (Postpaid) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Global: Mobile Virtual Network Operator (Postpaid) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Global: Mobile Virtual Network Operator (Prepaid) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Global: Mobile Virtual Network Operator (Prepaid) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Global: Mobile Virtual Network Operator (Business) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Global: Mobile Virtual Network Operator (Business) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Global: Mobile Virtual Network Operator (Individual/Residential) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Global: Mobile Virtual Network Operator (Individual/Residential) Market

Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: North America: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: North America: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: United States: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: United States: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Canada: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Canada: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Asia-Pacific: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Asia-Pacific: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: China: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: China: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Japan: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Japan: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: India: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: India: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: South Korea: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: South Korea: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Australia: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Australia: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Indonesia: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: Indonesia: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Others: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Others: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Europe: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Europe: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Germany: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Germany: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: France: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: France: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: United Kingdom: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: United Kingdom: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 69: Italy: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 70: Italy: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: Spain: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 72: Spain: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 73: Russia: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 74: Russia: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 75: Others: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 76: Others: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 77: Latin America: Mobile Virtual Network Operator Market: Sales Value (in

Million US\$), 2017 & 2022

Figure 78: Latin America: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 79: Brazil: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 80: Brazil: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 81: Mexico: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 82: Mexico: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 83: Others: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 84: Others: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 85: Middle East and Africa: Mobile Virtual Network Operator Market: Sales Value (in Million US\$), 2017 & 2022

Figure 86: Middle East and Africa: Mobile Virtual Network Operator Market: Breakup by Country (in %), 2022

Figure 87: Middle East and Africa: Mobile Virtual Network Operator Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 88: Global: Mobile Virtual Network Operator Industry: SWOT Analysis

Figure 89: Global: Mobile Virtual Network Operator Industry: Value Chain Analysis

Figure 90: Global: Mobile Virtual Network Operator Industry: Porter's Five Forces Analysis



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