

Mobile VoIP Market Report by Platform (Android OS, iOS, Window OS, and Others), Service (Video and Voice Call, Video Conferencing, Instant Messaging, and Others), Model Type (Freemium Model, Premium Model, Enterprise Model), Vertical (Healthcare, Banking and Financial Services, Retail, Government, Education, Transportation, Media and Entertainment, Military and Defense, and Others), and Region 2024-2032

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Abstracts

The global mobile VoIP market size reached US\$ 42.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 111.1 Billion by 2032, exhibiting a growth rate (CAGR) of 11% during 2024-2032.

Mobile VoIP (Voice-over-IP) refers to an extension of voice calls over to data services, such as 3G/4G or Wi-Fi. The data is transmitted in small-sized packets which increase the spectrum efficiency and lower the maintenance cost as only one network is used for data transmission. Mobile VoIP offers a number of benefits, such as increased accessibility, clear voice quality, enhanced portability, higher scalability, instant messaging, video conferencing at the lowest cost, etc. Some of the common platforms adopted for mobile VoIP include Android OS, iOS, and Windows OS and MAC OS.

Mobile VoIP Market Trends:

The increasing penetration of smart devices along with the high internet connectivity is primarily driving the global market for mobile VoIP. In line with this, the growing popularity of innovative and user-friendly applications, such as WhatsApp, Line, Skype,

Viber, etc., for enhancing the smartphone functionality regarding communication and connectivity is also propelling the market growth. Moreover, the widespread presence of high-speed network infrastructures coupled with lowering data charges are further catalyzing the market for mobile VoIP services. Additionally, several smartphone manufacturers are launching advanced product variants with improved features, such as augmented reality, flexible screens, holographic displays, etc., to provide higher compatibility with mobile VoIP services. Besides this, significant growth in the corporate sector along with the emerging trend of Bring Your Own Device (BYOD) is also bolstering the market growth. Moreover, the outbreak of the COVID-19 pandemic had led to the implementation of lockdowns across several nations, thereby propelling the adoption of remote working models. As a result, there is an increasing demand for mobile VoIP services for video conferencing and virtual connectivity to maintain the operational workflow across various organizations.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global mobile VoIP market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on platform, service, model type and vertical.

Breakup by Platform:

- Android OS
- iOS
- Window OS
- Others

Breakup by Service:

- Video and Voice Call
- Video Conferencing
- Instant Messaging
- Others

Breakup by Model Type:

- Freemium Model
- Premium Model
- Enterprise Model

Breakup by Vertical:

Healthcare
Banking and Financial Services
Retail
Government
Education
Transportation
Media and Entertainment
Military and Defense
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 Apple Inc., Facebook Inc., Google Inc., Citrix Systems Inc., Kakao Corporation, Grasshopper Group LLC. (LogMeIn Inc.), Microsoft Corporation, Tata Communications Ltd., Tencent Holdings Ltd., T-Mobile (Deutsche Telekom AG) and Vonage Holdings Corporation.

Key Questions Answered in This Report

1. What was the size of the global mobile VoIP market in 2023?
2. What is the expected growth rate of the global mobile VoIP market during 2024-2032?
3. What has been the impact of COVID-19 on the global mobile VoIP market?
4. What are the key factors driving the global mobile VoIP market?
5. What is the breakup of the global mobile VoIP market based on the platform?
6. What is the breakup of the global mobile VoIP market based on the service?
7. What is the breakup of the global mobile VoIP market based on the model type?
8. What are the key regions in the global mobile VoIP market?
9. Who are the key players/companies in the global mobile VoIP market?

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 VOIP MARKET

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

6 MARKET BREAKUP BY PLATFORM

- 6.1 Android OS
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 iOS
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Window OS

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Others
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY SERVICE

- 7.1 Video and Voice Call
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Video Conferencing
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Instant Messaging
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Others
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

8 MARKET BREAKUP BY MODEL TYPE

- 8.1 Freemium Model
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Premium Model
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Enterprise Model
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast

9 MARKET BREAKUP BY VERTICAL

- 9.1 Healthcare
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Banking and Financial Services

- 9.2.1 Market Trends
- 9.2.2 Market Forecast
- 9.3 Retail
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
- 9.4 Government
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast
- 9.5 Education
 - 9.5.1 Market Trends
 - 9.5.2 Market Forecast
- 9.6 Transportation
 - 9.6.1 Market Trends
 - 9.6.2 Market Forecast
- 9.7 Media and Entertainment
 - 9.7.1 Market Trends
 - 9.7.2 Market Forecast
- 9.8 Military and Defense
 - 9.8.1 Market Trends
 - 9.8.2 Market Forecast
- 9.9 Others
 - 9.9.1 Market Trends
 - 9.9.2 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 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Apple Inc.

- 14.3.1.1 Company Overview
- 14.3.1.2 Product Portfolio
- 14.3.1.3 Financials
- 14.3.1.4 SWOT Analysis
- 14.3.2 Facebook Inc.
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.2.3 Financials
 - 14.3.2.4 SWOT Analysis
- 14.3.3 Google Inc.
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.3.3 Financials
 - 14.3.3.4 SWOT Analysis
- 14.3.4 Citrix Systems, Inc.
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.4.3 Financials
 - 14.3.4.4 SWOT Analysis
- 14.3.5 Kakao Corporation
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.5.3 Financials
- 14.3.6 Grasshopper Group LLC. (LogMeIn Inc.)
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
- 14.3.7 Microsoft Corporation
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
 - 14.3.7.3 Financials
 - 14.3.7.4 SWOT Analysis
- 14.3.8 Tata Communications Ltd.
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
 - 14.3.8.3 Financials
 - 14.3.8.4 SWOT Analysis
- 14.3.9 Tencent Holdings Ltd.
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio

14.3.9.3 Financials

14.3.10 T-Mobile (Deutsche Telekom AG)

14.3.10.1 Company Overview

14.3.10.2 Product Portfolio

14.3.10.3 Financials

14.3.10.4 SWOT Analysis

14.3.11 Vonage Holdings Corporation

14.3.11.1 Company Overview

14.3.11.2 Product Portfolio

14.3.11.3 Financials

14.3.11.4 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Mobile VoIP Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Mobile VoIP Market Forecast: Breakup by Platform (in Billion US\$), 2024-2032

Table 3: Global: Mobile VoIP Market Forecast: Breakup by Service (in Billion US\$), 2024-2032

Table 4: Global: Mobile VoIP Market Forecast: Breakup by Model Type (in Billion US\$), 2024-2032

Table 5: Global: Mobile VoIP Market Forecast: Breakup by Vertical (in Billion US\$), 2024-2032

Table 6: Global: Mobile VoIP Market Forecast: Breakup by Region (in Billion US\$), 2024-2032

Table 7: Global: Mobile VoIP Market: Competitive Structure

Table 8: Global: Mobile VoIP Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Mobile VoIP Market: Major Drivers and Challenges

Figure 2: Global: Mobile VoIP Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Mobile VoIP Market: Breakup by Platform (in %), 2023

Figure 4: Global: Mobile VoIP Market: Breakup by Service (in %), 2023

Figure 5: Global: Mobile VoIP Market: Breakup by Model Type (in %), 2023

Figure 6: Global: Mobile VoIP Market: Breakup by Vertical (in %), 2023

Figure 7: Global: Mobile VoIP Market: Breakup by Region (in %), 2023

Figure 8: Global: Mobile VoIP Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 9: Global: Mobile VoIP (Android OS) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 10: Global: Mobile VoIP (Android OS) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 11: Global: Mobile VoIP (iOS) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 12: Global: Mobile VoIP (iOS) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 13: Global: Mobile VoIP (Window OS) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 14: Global: Mobile VoIP (Window OS) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 15: Global: Mobile VoIP (Other Platforms) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 16: Global: Mobile VoIP (Other Platforms) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 17: Global: Mobile VoIP (Video and Voice Call) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 18: Global: Mobile VoIP (Video and Voice Call) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 19: Global: Mobile VoIP (Video Conferencing) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 20: Global: Mobile VoIP (Video Conferencing) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 21: Global: Mobile VoIP (Instant Messaging) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 22: Global: Mobile VoIP (Instant Messaging) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 23: Global: Mobile VoIP (Other Services) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 24: Global: Mobile VoIP (Other Services) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 25: Global: Mobile VoIP (Freemium Model) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 26: Global: Mobile VoIP (Freemium Model) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 27: Global: Mobile VoIP (Premium Model) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 28: Global: Mobile VoIP (Premium Model) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 29: Global: Mobile VoIP (Enterprise Model) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 30: Global: Mobile VoIP (Enterprise Model) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 31: Global: Mobile VoIP (Healthcare) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 32: Global: Mobile VoIP (Healthcare) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 33: Global: Mobile VoIP (Banking and Financial Services) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 34: Global: Mobile VoIP (Banking and Financial Services) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 35: Global: Mobile VoIP (Retail) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 36: Global: Mobile VoIP (Retail) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 37: Global: Mobile VoIP (Government) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 38: Global: Mobile VoIP (Government) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 39: Global: Mobile VoIP (Education) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 40: Global: Mobile VoIP (Education) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 41: Global: Mobile VoIP (Transportation) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 42: Global: Mobile VoIP (Transportation) Market Forecast: Sales Value (in Billion

US\$), 2024-2032

Figure 43: Global: Mobile VoIP (Media and Entertainment) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 44: Global: Mobile VoIP (Media and Entertainment) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 45: Global: Mobile VoIP (Military and Defense) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 46: Global: Mobile VoIP (Military and Defense) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 47: Global: Mobile VoIP (Other Verticals) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 48: Global: Mobile VoIP (Other Verticals) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 49: North America: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 50: North America: Mobile VoIP Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 51: United States: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 52: United States: Mobile VoIP Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 53: Canada: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 54: Canada: Mobile VoIP Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 55: Asia Pacific: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 56: Asia Pacific: Mobile VoIP Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 57: China: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 58: China: Mobile VoIP Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 59: Japan: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 60: Japan: Mobile VoIP Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 61: India: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 62: India: Mobile VoIP Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 63: South Korea: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 64: South Korea: Mobile VoIP Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 65: Australia: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 66: Australia: Mobile VoIP Market Forecast: Sales Value (in Billion US\$),

2024-2032

Figure 67: Indonesia: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 68: Indonesia: Mobile VoIP Market Forecast: Sales Value (in Billion US\$),
2024-2032

Figure 69: Others: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 70: Others: Mobile VoIP Market Forecast: Sales Value (in Billion US\$),
2024-2032

Figure 71: Europe: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 72: Europe: Mobile VoIP Market Forecast: Sales Value (in Billion US\$),
2024-2032

Figure 73: Germany: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 74: Germany: Mobile VoIP Market Forecast: Sales Value (in Billion US\$),
2024-2032

Figure 75: France: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 76: France: Mobile VoIP Market Forecast: Sales Value (in Billion US\$),
2024-2032

Figure 77: United Kingdom: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 &
2023

Figure 78: United Kingdom: Mobile VoIP Market Forecast: Sales Value (in Billion US\$),
2024-2032

Figure 79: Italy: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 80: Italy: Mobile VoIP Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 81: Spain: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 82: Spain: Mobile VoIP Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 83: Russia: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 84: Russia: Mobile VoIP Market Forecast: Sales Value (in Billion US\$),
2024-2032

Figure 85: Others: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 86: Others: Mobile VoIP Market Forecast: Sales Value (in Billion US\$),
2024-2032

Figure 87: Latin America: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 &
2023

Figure 88: Latin America: Mobile VoIP Market Forecast: Sales Value (in Billion US\$),
2024-2032

Figure 89: Brazil: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 90: Brazil: Mobile VoIP Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 91: Mexico: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 92: Mexico: Mobile VoIP Market Forecast: Sales Value (in Billion US\$),
2024-2032

Figure 93: Others: Mobile VoIP Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 94: Others: Mobile VoIP Market Forecast: Sales Value (in Billion US\$),
2024-2032

Figure 95: Middle East and Africa: Mobile VoIP Market: Sales Value (in Billion US\$),
2018 & 2023

Figure 96: Middle East and Africa: Mobile VoIP Market: Breakup by Country (in %),
2023

Figure 97: Middle East and Africa: Mobile VoIP Market Forecast: Sales Value (in Billion
US\$), 2024-2032

Figure 98: Global: Mobile VoIP Industry: SWOT Analysis

Figure 99: Global: Mobile VoIP Industry: Value Chain Analysis

Figure 100: Global: Mobile VoIP Industry: Porter's Five Forces Analysis

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