

Global Cloud-based Value-added Services Market Growth (Status and Outlook) 2024-2030

<https://marketpublishers.com/r/G5E660956EB6EN.html>

Date: September 2024

Pages: 88

Price: US\$ 3,660.00 (Single User License)

ID: G5E660956EB6EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

According to our LPI (LP Information) latest study, the global Cloud-based Value-added Services market size was valued at US\$ million in 2023. With growing demand in downstream market, the Cloud-based Value-added Services is forecast to a readjusted size of US\$ million by 2030 with a CAGR of % during review period.

The research report highlights the growth potential of the global Cloud-based Value-added Services market. Cloud-based Value-added Services are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Cloud-based Value-added Services. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Cloud-based Value-added Services market.

VAS provided by telecom industry can be defined as the beneficial mobile services that are apart from the voice communication services. Traditionally, mobile service providers have been offering only voice communication services. The rapid advancements in technology have led to the evolution of other mobile services beyond the voice communication services to include non-core services. In other words, VAS adds more value to the core mobile services, thereby enabling mobile subscribers to use cell phones and tablets for several non-voice purposes such as sending SMS, MMS, and pictures; accessing the internet for reading news headlines and astrology, retrieving flight information, listening to music, and playing online games; and for m-commerce and mobile banking.

According to the report, one of the key drivers for market growth will be use of MVAS for day-to-day activities. The adoption of MVAS is increasing at a rapid pace and is being used by subscribers for their daily requirements. Some MVAS offer huge benefits and are convenient to use. For instance, the location-enabled VAS are being used to search locations, find directions to a particular destination, and offer location-based advertising. In addition, m-commerce VAS applications are enhancing the income of users. For instance, in Kenya, users save up to \$3 on every mobile transaction performed using m-pesa. Similarly, m-krishi, developed by TCS, provides agricultural information to Indian customers, thereby helping farmers sell their products at market prices fixed by the government.

Key Features:

The report on Cloud-based Value-added Services market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Cloud-based Value-added Services market. It may include historical data, market segmentation by Type (e.g., Private Cloud, Public Cloud), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Cloud-based Value-added Services market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Cloud-based Value-added Services market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Cloud-based Value-added Services industry. This include advancements in Cloud-based Value-added Services technology, Cloud-based Value-added Services new entrants, Cloud-based Value-added Services new investment, and other innovations that are shaping the future of Cloud-based Value-added Services.

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Cloud-based Value-added Services market. It includes factors influencing customer ' purchasing decisions, preferences for Cloud-based Value-added Services product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Cloud-based Value-added Services market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Cloud-based Value-added Services market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Cloud-based Value-added Services market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Cloud-based Value-added Services industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Cloud-based Value-added Services market.

Market Segmentation:

Cloud-based Value-added Services market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Segmentation by type

Private Cloud

Public Cloud

Hybrid Cloud

Segmentation by application

Manufacturing

ICT

Healthcare

BFSI

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Cisco Systems

Huawei

IBM

Infosys

Ericsson

CALLUP

Ethrix

Gintel

OCSBOX

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Cloud-based Value-added Services Market Size 2019-2030
 - 2.1.2 Cloud-based Value-added Services Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Cloud-based Value-added Services Segment by Type
 - 2.2.1 Private Cloud
 - 2.2.2 Public Cloud
 - 2.2.3 Hybrid Cloud
- 2.3 Cloud-based Value-added Services Market Size by Type
 - 2.3.1 Cloud-based Value-added Services Market Size CAGR by Type (2019 VS 2023 VS 2030)
 - 2.3.2 Global Cloud-based Value-added Services Market Size Market Share by Type (2019-2024)
- 2.4 Cloud-based Value-added Services Segment by Application
 - 2.4.1 Manufacturing
 - 2.4.2 ICT
 - 2.4.3 Healthcare
 - 2.4.4 BFSI
 - 2.4.5 Others
- 2.5 Cloud-based Value-added Services Market Size by Application
 - 2.5.1 Cloud-based Value-added Services Market Size CAGR by Application (2019 VS 2023 VS 2030)
 - 2.5.2 Global Cloud-based Value-added Services Market Size Market Share by Application (2019-2024)

3 CLOUD-BASED VALUE-ADDED SERVICES MARKET SIZE BY PLAYER

3.1 Cloud-based Value-added Services Market Size Market Share by Players

3.1.1 Global Cloud-based Value-added Services Revenue by Players (2019-2024)

3.1.2 Global Cloud-based Value-added Services Revenue Market Share by Players (2019-2024)

3.2 Global Cloud-based Value-added Services Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 CLOUD-BASED VALUE-ADDED SERVICES BY REGIONS

4.1 Cloud-based Value-added Services Market Size by Regions (2019-2024)

4.2 Americas Cloud-based Value-added Services Market Size Growth (2019-2024)

4.3 APAC Cloud-based Value-added Services Market Size Growth (2019-2024)

4.4 Europe Cloud-based Value-added Services Market Size Growth (2019-2024)

4.5 Middle East & Africa Cloud-based Value-added Services Market Size Growth (2019-2024)

5 AMERICAS

5.1 Americas Cloud-based Value-added Services Market Size by Country (2019-2024)

5.2 Americas Cloud-based Value-added Services Market Size by Type (2019-2024)

5.3 Americas Cloud-based Value-added Services Market Size by Application (2019-2024)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Cloud-based Value-added Services Market Size by Region (2019-2024)

6.2 APAC Cloud-based Value-added Services Market Size by Type (2019-2024)

6.3 APAC Cloud-based Value-added Services Market Size by Application (2019-2024)

6.4 China

6.5 Japan

6.6 Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Cloud-based Value-added Services by Country (2019-2024)

7.2 Europe Cloud-based Value-added Services Market Size by Type (2019-2024)

7.3 Europe Cloud-based Value-added Services Market Size by Application (2019-2024)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Cloud-based Value-added Services by Region (2019-2024)

8.2 Middle East & Africa Cloud-based Value-added Services Market Size by Type (2019-2024)

8.3 Middle East & Africa Cloud-based Value-added Services Market Size by Application (2019-2024)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 GLOBAL CLOUD-BASED VALUE-ADDED SERVICES MARKET FORECAST

- 10.1 Global Cloud-based Value-added Services Forecast by Regions (2025-2030)
 - 10.1.1 Global Cloud-based Value-added Services Forecast by Regions (2025-2030)
 - 10.1.2 Americas Cloud-based Value-added Services Forecast
 - 10.1.3 APAC Cloud-based Value-added Services Forecast
 - 10.1.4 Europe Cloud-based Value-added Services Forecast
 - 10.1.5 Middle East & Africa Cloud-based Value-added Services Forecast
- 10.2 Americas Cloud-based Value-added Services Forecast by Country (2025-2030)
 - 10.2.1 United States Cloud-based Value-added Services Market Forecast
 - 10.2.2 Canada Cloud-based Value-added Services Market Forecast
 - 10.2.3 Mexico Cloud-based Value-added Services Market Forecast
 - 10.2.4 Brazil Cloud-based Value-added Services Market Forecast
- 10.3 APAC Cloud-based Value-added Services Forecast by Region (2025-2030)
 - 10.3.1 China Cloud-based Value-added Services Market Forecast
 - 10.3.2 Japan Cloud-based Value-added Services Market Forecast
 - 10.3.3 Korea Cloud-based Value-added Services Market Forecast
 - 10.3.4 Southeast Asia Cloud-based Value-added Services Market Forecast
 - 10.3.5 India Cloud-based Value-added Services Market Forecast
 - 10.3.6 Australia Cloud-based Value-added Services Market Forecast
- 10.4 Europe Cloud-based Value-added Services Forecast by Country (2025-2030)
 - 10.4.1 Germany Cloud-based Value-added Services Market Forecast
 - 10.4.2 France Cloud-based Value-added Services Market Forecast
 - 10.4.3 UK Cloud-based Value-added Services Market Forecast
 - 10.4.4 Italy Cloud-based Value-added Services Market Forecast
 - 10.4.5 Russia Cloud-based Value-added Services Market Forecast
- 10.5 Middle East & Africa Cloud-based Value-added Services Forecast by Region (2025-2030)
 - 10.5.1 Egypt Cloud-based Value-added Services Market Forecast
 - 10.5.2 South Africa Cloud-based Value-added Services Market Forecast
 - 10.5.3 Israel Cloud-based Value-added Services Market Forecast
 - 10.5.4 Turkey Cloud-based Value-added Services Market Forecast
 - 10.5.5 GCC Countries Cloud-based Value-added Services Market Forecast
- 10.6 Global Cloud-based Value-added Services Forecast by Type (2025-2030)
- 10.7 Global Cloud-based Value-added Services Forecast by Application (2025-2030)

11 KEY PLAYERS ANALYSIS

- 11.1 Cisco Systems
 - 11.1.1 Cisco Systems Company Information

- 11.1.2 Cisco Systems Cloud-based Value-added Services Product Offered
- 11.1.3 Cisco Systems Cloud-based Value-added Services Revenue, Gross Margin and Market Share (2019-2024)
- 11.1.4 Cisco Systems Main Business Overview
- 11.1.5 Cisco Systems Latest Developments
- 11.2 Huawei
 - 11.2.1 Huawei Company Information
 - 11.2.2 Huawei Cloud-based Value-added Services Product Offered
 - 11.2.3 Huawei Cloud-based Value-added Services Revenue, Gross Margin and Market Share (2019-2024)
 - 11.2.4 Huawei Main Business Overview
 - 11.2.5 Huawei Latest Developments
- 11.3 IBM
 - 11.3.1 IBM Company Information
 - 11.3.2 IBM Cloud-based Value-added Services Product Offered
 - 11.3.3 IBM Cloud-based Value-added Services Revenue, Gross Margin and Market Share (2019-2024)
 - 11.3.4 IBM Main Business Overview
 - 11.3.5 IBM Latest Developments
- 11.4 Infosys
 - 11.4.1 Infosys Company Information
 - 11.4.2 Infosys Cloud-based Value-added Services Product Offered
 - 11.4.3 Infosys Cloud-based Value-added Services Revenue, Gross Margin and Market Share (2019-2024)
 - 11.4.4 Infosys Main Business Overview
 - 11.4.5 Infosys Latest Developments
- 11.5 Ericsson
 - 11.5.1 Ericsson Company Information
 - 11.5.2 Ericsson Cloud-based Value-added Services Product Offered
 - 11.5.3 Ericsson Cloud-based Value-added Services Revenue, Gross Margin and Market Share (2019-2024)
 - 11.5.4 Ericsson Main Business Overview
 - 11.5.5 Ericsson Latest Developments
- 11.6 CALLUP
 - 11.6.1 CALLUP Company Information
 - 11.6.2 CALLUP Cloud-based Value-added Services Product Offered
 - 11.6.3 CALLUP Cloud-based Value-added Services Revenue, Gross Margin and Market Share (2019-2024)
 - 11.6.4 CALLUP Main Business Overview

11.6.5 CALLUP Latest Developments

11.7 Ethrix

11.7.1 Ethrix Company Information

11.7.2 Ethrix Cloud-based Value-added Services Product Offered

11.7.3 Ethrix Cloud-based Value-added Services Revenue, Gross Margin and Market Share (2019-2024)

11.7.4 Ethrix Main Business Overview

11.7.5 Ethrix Latest Developments

11.8 Gintel

11.8.1 Gintel Company Information

11.8.2 Gintel Cloud-based Value-added Services Product Offered

11.8.3 Gintel Cloud-based Value-added Services Revenue, Gross Margin and Market Share (2019-2024)

11.8.4 Gintel Main Business Overview

11.8.5 Gintel Latest Developments

11.9 OCSBOX

11.9.1 OCSBOX Company Information

11.9.2 OCSBOX Cloud-based Value-added Services Product Offered

11.9.3 OCSBOX Cloud-based Value-added Services Revenue, Gross Margin and Market Share (2019-2024)

11.9.4 OCSBOX Main Business Overview

11.9.5 OCSBOX Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Cloud-based Value-added Services Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ Millions)

Table 2. Major Players of Private Cloud

Table 3. Major Players of Public Cloud

Table 4. Major Players of Hybrid Cloud

Table 5. Cloud-based Value-added Services Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)

Table 6. Global Cloud-based Value-added Services Market Size by Type (2019-2024) & (\$ Millions)

Table 7. Global Cloud-based Value-added Services Market Size Market Share by Type (2019-2024)

Table 8. Cloud-based Value-added Services Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)

Table 9. Global Cloud-based Value-added Services Market Size by Application (2019-2024) & (\$ Millions)

Table 10. Global Cloud-based Value-added Services Market Size Market Share by Application (2019-2024)

Table 11. Global Cloud-based Value-added Services Revenue by Players (2019-2024) & (\$ Millions)

Table 12. Global Cloud-based Value-added Services Revenue Market Share by Player (2019-2024)

Table 13. Cloud-based Value-added Services Key Players Head office and Products Offered

Table 14. Cloud-based Value-added Services Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

Table 15. New Products and Potential Entrants

Table 16. Mergers & Acquisitions, Expansion

Table 17. Global Cloud-based Value-added Services Market Size by Regions 2019-2024 & (\$ Millions)

Table 18. Global Cloud-based Value-added Services Market Size Market Share by Regions (2019-2024)

Table 19. Global Cloud-based Value-added Services Revenue by Country/Region (2019-2024) & (\$ millions)

Table 20. Global Cloud-based Value-added Services Revenue Market Share by Country/Region (2019-2024)

Table 21. Americas Cloud-based Value-added Services Market Size by Country (2019-2024) & (\$ Millions)

Table 22. Americas Cloud-based Value-added Services Market Size Market Share by Country (2019-2024)

Table 23. Americas Cloud-based Value-added Services Market Size by Type (2019-2024) & (\$ Millions)

Table 24. Americas Cloud-based Value-added Services Market Size Market Share by Type (2019-2024)

Table 25. Americas Cloud-based Value-added Services Market Size by Application (2019-2024) & (\$ Millions)

Table 26. Americas Cloud-based Value-added Services Market Size Market Share by Application (2019-2024)

Table 27. APAC Cloud-based Value-added Services Market Size by Region (2019-2024) & (\$ Millions)

Table 28. APAC Cloud-based Value-added Services Market Size Market Share by Region (2019-2024)

Table 29. APAC Cloud-based Value-added Services Market Size by Type (2019-2024) & (\$ Millions)

Table 30. APAC Cloud-based Value-added Services Market Size Market Share by Type (2019-2024)

Table 31. APAC Cloud-based Value-added Services Market Size by Application (2019-2024) & (\$ Millions)

Table 32. APAC Cloud-based Value-added Services Market Size Market Share by Application (2019-2024)

Table 33. Europe Cloud-based Value-added Services Market Size by Country (2019-2024) & (\$ Millions)

Table 34. Europe Cloud-based Value-added Services Market Size Market Share by Country (2019-2024)

Table 35. Europe Cloud-based Value-added Services Market Size by Type (2019-2024) & (\$ Millions)

Table 36. Europe Cloud-based Value-added Services Market Size Market Share by Type (2019-2024)

Table 37. Europe Cloud-based Value-added Services Market Size by Application (2019-2024) & (\$ Millions)

Table 38. Europe Cloud-based Value-added Services Market Size Market Share by Application (2019-2024)

Table 39. Middle East & Africa Cloud-based Value-added Services Market Size by Region (2019-2024) & (\$ Millions)

Table 40. Middle East & Africa Cloud-based Value-added Services Market Size Market

Share by Region (2019-2024)

Table 41. Middle East & Africa Cloud-based Value-added Services Market Size by Type (2019-2024) & (\$ Millions)

Table 42. Middle East & Africa Cloud-based Value-added Services Market Size Market Share by Type (2019-2024)

Table 43. Middle East & Africa Cloud-based Value-added Services Market Size by Application (2019-2024) & (\$ Millions)

Table 44. Middle East & Africa Cloud-based Value-added Services Market Size Market Share by Application (2019-2024)

Table 45. Key Market Drivers & Growth Opportunities of Cloud-based Value-added Services

Table 46. Key Market Challenges & Risks of Cloud-based Value-added Services

Table 47. Key Industry Trends of Cloud-based Value-added Services

Table 48. Global Cloud-based Value-added Services Market Size Forecast by Regions (2025-2030) & (\$ Millions)

Table 49. Global Cloud-based Value-added Services Market Size Market Share Forecast by Regions (2025-2030)

Table 50. Global Cloud-based Value-added Services Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 51. Global Cloud-based Value-added Services Market Size Forecast by Application (2025-2030) & (\$ Millions)

Table 52. Cisco Systems Details, Company Type, Cloud-based Value-added Services Area Served and Its Competitors

Table 53. Cisco Systems Cloud-based Value-added Services Product Offered

Table 54. Cisco Systems Cloud-based Value-added Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 55. Cisco Systems Main Business

Table 56. Cisco Systems Latest Developments

Table 57. Huawei Details, Company Type, Cloud-based Value-added Services Area Served and Its Competitors

Table 58. Huawei Cloud-based Value-added Services Product Offered

Table 59. Huawei Main Business

Table 60. Huawei Cloud-based Value-added Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 61. Huawei Latest Developments

Table 62. IBM Details, Company Type, Cloud-based Value-added Services Area Served and Its Competitors

Table 63. IBM Cloud-based Value-added Services Product Offered

Table 64. IBM Main Business

Table 65. IBM Cloud-based Value-added Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 66. IBM Latest Developments

Table 67. Infosys Details, Company Type, Cloud-based Value-added Services Area Served and Its Competitors

Table 68. Infosys Cloud-based Value-added Services Product Offered

Table 69. Infosys Main Business

Table 70. Infosys Cloud-based Value-added Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 71. Infosys Latest Developments

Table 72. Ericsson Details, Company Type, Cloud-based Value-added Services Area Served and Its Competitors

Table 73. Ericsson Cloud-based Value-added Services Product Offered

Table 74. Ericsson Main Business

Table 75. Ericsson Cloud-based Value-added Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 76. Ericsson Latest Developments

Table 77. CALLUP Details, Company Type, Cloud-based Value-added Services Area Served and Its Competitors

Table 78. CALLUP Cloud-based Value-added Services Product Offered

Table 79. CALLUP Main Business

Table 80. CALLUP Cloud-based Value-added Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 81. CALLUP Latest Developments

Table 82. Ethrix Details, Company Type, Cloud-based Value-added Services Area Served and Its Competitors

Table 83. Ethrix Cloud-based Value-added Services Product Offered

Table 84. Ethrix Main Business

Table 85. Ethrix Cloud-based Value-added Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 86. Ethrix Latest Developments

Table 87. Gintel Details, Company Type, Cloud-based Value-added Services Area Served and Its Competitors

Table 88. Gintel Cloud-based Value-added Services Product Offered

Table 89. Gintel Main Business

Table 90. Gintel Cloud-based Value-added Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 91. Gintel Latest Developments

Table 92. OCSBOX Details, Company Type, Cloud-based Value-added Services Area

Served and Its Competitors

Table 93. OCSBOX Cloud-based Value-added Services Product Offered

Table 94. OCSBOX Main Business

Table 95. OCSBOX Cloud-based Value-added Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 96. OCSBOX Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Cloud-based Value-added Services Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Cloud-based Value-added Services Market Size Growth Rate
2019-2030 (\$ Millions)

Figure 6. Cloud-based Value-added Services Sales by Geographic Region (2019, 2023
& 2030) & (\$ millions)

Figure 7. Cloud-based Value-added Services Sales Market Share by Country/Region
(2023)

Figure 8. Cloud-based Value-added Services Sales Market Share by Country/Region
(2019, 2023 & 2030)

Figure 9. Global Cloud-based Value-added Services Market Size Market Share by Type
in 2023

Figure 10. Cloud-based Value-added Services in Manufacturing

Figure 11. Global Cloud-based Value-added Services Market: Manufacturing
(2019-2024) & (\$ Millions)

Figure 12. Cloud-based Value-added Services in ICT

Figure 13. Global Cloud-based Value-added Services Market: ICT (2019-2024) & (\$
Millions)

Figure 14. Cloud-based Value-added Services in Healthcare

Figure 15. Global Cloud-based Value-added Services Market: Healthcare (2019-2024)
& (\$ Millions)

Figure 16. Cloud-based Value-added Services in BFSI

Figure 17. Global Cloud-based Value-added Services Market: BFSI (2019-2024) & (\$
Millions)

Figure 18. Cloud-based Value-added Services in Others

Figure 19. Global Cloud-based Value-added Services Market: Others (2019-2024) & (\$
Millions)

Figure 20. Global Cloud-based Value-added Services Market Size Market Share by
Application in 2023

Figure 21. Global Cloud-based Value-added Services Revenue Market Share by Player
in 2023

Figure 22. Global Cloud-based Value-added Services Market Size Market Share by
Regions (2019-2024)

Figure 23. Americas Cloud-based Value-added Services Market Size 2019-2024 (\$ Millions)

Figure 24. APAC Cloud-based Value-added Services Market Size 2019-2024 (\$ Millions)

Figure 25. Europe Cloud-based Value-added Services Market Size 2019-2024 (\$ Millions)

Figure 26. Middle East & Africa Cloud-based Value-added Services Market Size 2019-2024 (\$ Millions)

Figure 27. Americas Cloud-based Value-added Services Value Market Share by Country in 2023

Figure 28. United States Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 29. Canada Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 30. Mexico Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 31. Brazil Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 32. APAC Cloud-based Value-added Services Market Size Market Share by Region in 2023

Figure 33. APAC Cloud-based Value-added Services Market Size Market Share by Type in 2023

Figure 34. APAC Cloud-based Value-added Services Market Size Market Share by Application in 2023

Figure 35. China Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 36. Japan Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 37. Korea Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 38. Southeast Asia Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 39. India Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 40. Australia Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 41. Europe Cloud-based Value-added Services Market Size Market Share by Country in 2023

Figure 42. Europe Cloud-based Value-added Services Market Size Market Share by

Type (2019-2024)

Figure 43. Europe Cloud-based Value-added Services Market Size Market Share by Application (2019-2024)

Figure 44. Germany Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 45. France Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 46. UK Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 47. Italy Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 48. Russia Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 49. Middle East & Africa Cloud-based Value-added Services Market Size Market Share by Region (2019-2024)

Figure 50. Middle East & Africa Cloud-based Value-added Services Market Size Market Share by Type (2019-2024)

Figure 51. Middle East & Africa Cloud-based Value-added Services Market Size Market Share by Application (2019-2024)

Figure 52. Egypt Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 53. South Africa Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 54. Israel Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 55. Turkey Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 56. GCC Country Cloud-based Value-added Services Market Size Growth 2019-2024 (\$ Millions)

Figure 57. Americas Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 58. APAC Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 59. Europe Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 60. Middle East & Africa Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 61. United States Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 62. Canada Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 63. Mexico Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 64. Brazil Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 65. China Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 66. Japan Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 67. Korea Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 68. Southeast Asia Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 69. India Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 70. Australia Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 71. Germany Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 72. France Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 73. UK Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 74. Italy Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 75. Russia Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 76. Spain Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 77. Egypt Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 78. South Africa Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 79. Israel Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 80. Turkey Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 81. GCC Countries Cloud-based Value-added Services Market Size 2025-2030 (\$ Millions)

Figure 82. Global Cloud-based Value-added Services Market Size Market Share Forecast by Type (2025-2030)

Figure 83. Global Cloud-based Value-added Services Market Size Market Share

Forecast by Application (2025-2030)

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