

Mobile Engagement Market Report: Trends, Forecast and Competitive Analysis to 2030

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Abstracts

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Mobile Engagement Trends and Forecast

The future of the global mobile engagement market looks promising with opportunities in the banking, financial services and insurance, consumer electronics and accessories, apparel, footwear, and accessories, FMCG, and retail & ecommerce markets. The global mobile engagement market is expected to reach an estimated \$88.3 billion by 2030 with a CAGR of 35.0% from 2024 to 2030. The major drivers for this market are increasing penetration of smartphones and growing adoption of digital wallet across the globe.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

Mobile Engagement by Segment

The study includes a forecast for the global mobile engagement by offering, deployment, solution, end use industry, and region

Mobile Engagement Market by Offering [Shipment Analysis by Value from 2018 to 2030]:

Platform

Services

Mobile Engagement Market by Deployment [Shipment Analysis by Value from 2018 to 2030]:

On-Premises

On-Cloud

Mobile Engagement Market by Solution [Shipment Analysis by Value from 2018 to 2030]:

SMS & MMS

Push Notification

In-App Messaging

E-mail

App/Web Content

Others

Mobile Engagement Market by End Use Industry [Shipment Analysis by Value from 2018 to 2030]:

BFSI

Consumer Electronics and Accessories

FMCG

Apparel, Footwear, and Accessories (AFA)

Retail & Ecommerce

Others

Mobile Engagement Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

List of Mobile Engagement Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies mobile engagement companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the mobile engagement companies profiled in this report include-

Adobe

Ibm

Key Innovators

Appboy

Followanalytics

Leanplum

Oracle

Urban Airship

Webtrekk

Mobile Engagement Market Insights

Lucintel forecast that push notification is expected to witness highest growth over the forecast period due to increasing advertisement tactics to reach consumers for diverse vendors' goods and services.

Within this market, retail & ecommerce industry will remain the largest segment.

APAC is expected to witness highest growth over the forecast period due to existence of various online retail industries in the region.

Features of the Global Mobile Engagement Market

Market Size Estimates: Mobile engagement market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

Segmentation Analysis: Mobile engagement market size by various segments, such as by offering, deployment, solution, end use industry, and region in terms of value (\$B).

Regional Analysis: Mobile engagement market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different offering, deployment, solution, end use industry, and regions for the mobile engagement market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the mobile engagement market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

FAQ

Q.1 What is the mobile engagement market size?

Answer: The global mobile engagement market is expected to reach an estimated \$88.3 billion by 2030.

Q.2 What is the growth forecast for mobile engagement market?

Answer: The global mobile engagement market is expected to grow with a CAGR of 35.0% from 2024 to 2030

Q.3 What are the major drivers influencing the growth of the mobile engagement market?

Answer: The major drivers for this market are increasing penetration of smartphones and growing adoption of digital wallet across the globe.

Q4. What are the major segments for mobile engagement market?

Answer: The future of the global mobile engagement market looks promising with opportunities in the banking, financial services and insurance, consumer electronics and accessories, apparel, footwear, and accessories, FMCG, and retail & ecommerce markets.

Q5. Who are the key mobile engagement market companies?

Answer: Some of the key mobile engagement companies are as follows:

Adobe

IBM

Key Innovators

Appboy

Followanalytics

Leanplum

Oracle

Urban Airship

Webtrekk

Q6. Which mobile engagement market segment will be the largest in future?

Answer: Lucintel forecast that push notification is expected to witness highest growth over the forecast period due to increasing advertisement tactics to reach consumers for diverse vendors' goods and services.

Q7. In mobile engagement market, which region is expected to be the largest in next 5 years?

Answer: APAC is expected to witness highest growth over the forecast period due to existence of various online retail industries in the region.

Q.8 Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% customization without any additional cost.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the mobile engagement market by offering (platform and services), deployment (on-premises and on-cloud), solution (SMS & MMS, push notification, in-app messaging, E-mail, app/web content, and others), end use industry (BFSI, consumer electronics and accessories, FMCG, apparel, footwear, and accessories (AFA), retail & ecommerce, others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to mobile engagement market or related to mobile engagement companies, mobile engagement market size, mobile engagement market share, mobile engagement market growth, mobile engagement market research, write Lucintel analyst at email: helpdesk@lucintel.com we will be glad to get back to you soon.

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7.6: Leanplum

7.7: Oracle

7.8: Urban Airship

7.9: Webtrekk

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