

2020-2025 Global Mobile Marketing Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Mobile marketing is a collaborative multi-channel promotion of products or services for mobile phones, devices, smartphones and networks. Mobile marketing channels are diverse, including technology, trade shows or billboards.

This report elaborates the market size, market characteristics, and market growth of the Mobile Marketing industry, and breaks down according to the type, application, and consumption area of Mobile Marketing. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Mobile Marketing in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Mobile Marketing market covered in Chapter 13:

SimpleTexting

Cisco Systems Inc.

NNG Software Developing And Commercial Llc.

Karamba Security

Intel Corporation

NXP Semiconductors N.V.

Secunet AG

Escript Embedded Systems

Harman International Industries, Inc.

Intel Corporation

Argus Cyber Security

In Chapter 6, on the basis of types, the Mobile Marketing market from 2015 to 2025 is primarily split into:

- Mobile Web
- Location Based Marketing
- Mobile Email
- In-App Messages
- Others

In Chapter 7, on the basis of applications, the Mobile Marketing market from 2015 to 2025 covers:

- Media & Entertainment
- Retail and Ecommerce
- Travel & Logistics
- Telecom & IT
- Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

- United States
- Europe
- China
- Japan
- India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

- North America (Covered in Chapter 8)
 - United States
 - Canada
 - Mexico
- Europe (Covered in Chapter 9)
 - Germany
 - UK
 - France
 - Italy
 - Spain
 - Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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