

2020-2025 Global Mobile Value Added Services (MVAS) Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

This report elaborates the market size, market characteristics, and market growth of the Mobile Value Added Services (MVAS) industry, and breaks down according to the type, application, and consumption area of Mobile Value Added Services (MVAS). 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 Value Added Services (MVAS) 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 Value Added Services (MVAS) market covered in Chapter 13:

AT&T

Vodafone

Apple

Google

Alibaba Group Holdings Limited

Comviva Technologies

InMobi

KONG.net.

OnMobile

One97 Communication

Gemalto NV

Comverse
KongZhong

In Chapter 6, on the basis of types, the Mobile Value Added Services (MVAS) market from 2015 to 2025 is primarily split into:

- Short Messaging Service
- Multimedia Messaging Service
- Location Based Services
- Mobile Email & IM
- Mobile Money
- Mobile Advertising
- Mobile Infotainment

In Chapter 7, on the basis of applications, the Mobile Value Added Services (MVAS) market from 2015 to 2025 covers:

- Licensing
- Ads
- Commission
- Freemium
- 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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