

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

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Abstracts

A value-added service (VAS) is a popular telecommunications industry term for non-core services, or, in short, all services beyond standard voice calls and fax transmissions. However, it can be used in any service industry, for services available at little or no cost,[citation needed] to promote their primary business. In the telecommunications industry, on a conceptual level, value-added services add value to the standard service offering, spurring subscribers to use their phone more and allowing the operator to drive up their ARPU.

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

Airtel

DU United Arab Emirates

DBT Telecom FZE

Mobily

Beeline

Optimum Telecom Algeria

Ooredoo

Orange

Vodafone

Mobile Telesystems

Numeko Technologies

Mobifone

MTN

Omantel

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

Short Messaging Service (SMS)

Multimedia Messaging Service (MMS)

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 (VAS) market from 2015 to 2025 covers:

BFSI

Media and Entertainment

Healthcare

Education

Retail

Government

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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