

# Global Mobile Value Added Service Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

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## Abstracts

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the Mobile Value Added Service market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global Mobile Value Added Service market are covered in Chapter 9:

Infosys

China Mobile Limited

Gintel AS

One97 Communication

KongZhon

CALLUP

## Comviva Technologies

Cisco

Huawei

Ericsson

Vodafone

In Chapter 5 and Chapter 7.3, based on types, the Mobile Value Added Service market from 2017 to 2027 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 6 and Chapter 7.4, based on applications, the Mobile Value Added Service market from 2017 to 2027 covers:

BFSI

Media and Entertainment

Healthcare

Education

Retail

Government

Telecom & IT

Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

United States

Europe

China

Japan

India

Southeast Asia

Latin America

Middle East and Africa

Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the Mobile Value Added Service market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we elaborate at full length on the impact of the pandemic and the war on the Mobile Value Added Service Industry.

2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report.

Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

## Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application, region, etc.), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2022-2027

## Contents

### 1 MOBILE VALUE ADDED SERVICE MARKET OVERVIEW

- 1.1 Product Overview and Scope of Mobile Value Added Service Market
- 1.2 Mobile Value Added Service Market Segment by Type
  - 1.2.1 Global Mobile Value Added Service Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)
- 1.3 Global Mobile Value Added Service Market Segment by Application
  - 1.3.1 Mobile Value Added Service Market Consumption (Sales Volume) Comparison by Application (2017-2027)
- 1.4 Global Mobile Value Added Service Market, Region Wise (2017-2027)
  - 1.4.1 Global Mobile Value Added Service Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)
  - 1.4.2 United States Mobile Value Added Service Market Status and Prospect (2017-2027)
  - 1.4.3 Europe Mobile Value Added Service Market Status and Prospect (2017-2027)
  - 1.4.4 China Mobile Value Added Service Market Status and Prospect (2017-2027)
  - 1.4.5 Japan Mobile Value Added Service Market Status and Prospect (2017-2027)
  - 1.4.6 India Mobile Value Added Service Market Status and Prospect (2017-2027)
  - 1.4.7 Southeast Asia Mobile Value Added Service Market Status and Prospect (2017-2027)
  - 1.4.8 Latin America Mobile Value Added Service Market Status and Prospect (2017-2027)
  - 1.4.9 Middle East and Africa Mobile Value Added Service Market Status and Prospect (2017-2027)
- 1.5 Global Market Size of Mobile Value Added Service (2017-2027)
  - 1.5.1 Global Mobile Value Added Service Market Revenue Status and Outlook (2017-2027)
  - 1.5.2 Global Mobile Value Added Service Market Sales Volume Status and Outlook (2017-2027)
- 1.6 Global Macroeconomic Analysis
- 1.7 The impact of the Russia-Ukraine war on the Mobile Value Added Service Market

### 2 INDUSTRY OUTLOOK

- 2.1 Mobile Value Added Service Industry Technology Status and Trends
- 2.2 Industry Entry Barriers
  - 2.2.1 Analysis of Financial Barriers

- 2.2.2 Analysis of Technical Barriers
- 2.2.3 Analysis of Talent Barriers
- 2.2.4 Analysis of Brand Barrier
- 2.3 Mobile Value Added Service Market Drivers Analysis
- 2.4 Mobile Value Added Service Market Challenges Analysis
- 2.5 Emerging Market Trends
- 2.6 Consumer Preference Analysis
- 2.7 Mobile Value Added Service Industry Development Trends under COVID-19 Outbreak
  - 2.7.1 Global COVID-19 Status Overview
  - 2.7.2 Influence of COVID-19 Outbreak on Mobile Value Added Service Industry Development

### **3 GLOBAL MOBILE VALUE ADDED SERVICE MARKET LANDSCAPE BY PLAYER**

- 3.1 Global Mobile Value Added Service Sales Volume and Share by Player (2017-2022)
- 3.2 Global Mobile Value Added Service Revenue and Market Share by Player (2017-2022)
- 3.3 Global Mobile Value Added Service Average Price by Player (2017-2022)
- 3.4 Global Mobile Value Added Service Gross Margin by Player (2017-2022)
- 3.5 Mobile Value Added Service Market Competitive Situation and Trends
  - 3.5.1 Mobile Value Added Service Market Concentration Rate
  - 3.5.2 Mobile Value Added Service Market Share of Top 3 and Top 6 Players
  - 3.5.3 Mergers & Acquisitions, Expansion

### **4 GLOBAL MOBILE VALUE ADDED SERVICE SALES VOLUME AND REVENUE REGION WISE (2017-2022)**

- 4.1 Global Mobile Value Added Service Sales Volume and Market Share, Region Wise (2017-2022)
- 4.2 Global Mobile Value Added Service Revenue and Market Share, Region Wise (2017-2022)
- 4.3 Global Mobile Value Added Service Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.4 United States Mobile Value Added Service Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.4.1 United States Mobile Value Added Service Market Under COVID-19
- 4.5 Europe Mobile Value Added Service Sales Volume, Revenue, Price and Gross Margin (2017-2022)

- 4.5.1 Europe Mobile Value Added Service Market Under COVID-19
- 4.6 China Mobile Value Added Service Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.6.1 China Mobile Value Added Service Market Under COVID-19
- 4.7 Japan Mobile Value Added Service Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.7.1 Japan Mobile Value Added Service Market Under COVID-19
- 4.8 India Mobile Value Added Service Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.8.1 India Mobile Value Added Service Market Under COVID-19
- 4.9 Southeast Asia Mobile Value Added Service Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.9.1 Southeast Asia Mobile Value Added Service Market Under COVID-19
- 4.10 Latin America Mobile Value Added Service Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.10.1 Latin America Mobile Value Added Service Market Under COVID-19
- 4.11 Middle East and Africa Mobile Value Added Service Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.11.1 Middle East and Africa Mobile Value Added Service Market Under COVID-19

## **5 GLOBAL MOBILE VALUE ADDED SERVICE SALES VOLUME, REVENUE, PRICE TREND BY TYPE**

- 5.1 Global Mobile Value Added Service Sales Volume and Market Share by Type (2017-2022)
- 5.2 Global Mobile Value Added Service Revenue and Market Share by Type (2017-2022)
- 5.3 Global Mobile Value Added Service Price by Type (2017-2022)
- 5.4 Global Mobile Value Added Service Sales Volume, Revenue and Growth Rate by Type (2017-2022)
  - 5.4.1 Global Mobile Value Added Service Sales Volume, Revenue and Growth Rate of Short Messaging Service (SMS) (2017-2022)
  - 5.4.2 Global Mobile Value Added Service Sales Volume, Revenue and Growth Rate of Multimedia Messaging Service (MMS) (2017-2022)
  - 5.4.3 Global Mobile Value Added Service Sales Volume, Revenue and Growth Rate of Location Based Services (2017-2022)
  - 5.4.4 Global Mobile Value Added Service Sales Volume, Revenue and Growth Rate of Mobile Email & IM (2017-2022)
  - 5.4.5 Global Mobile Value Added Service Sales Volume, Revenue and Growth Rate of



Mobile Money (2017-2022)

5.4.6 Global Mobile Value Added Service Sales Volume, Revenue and Growth Rate of Mobile Advertising (2017-2022)

5.4.7 Global Mobile Value Added Service Sales Volume, Revenue and Growth Rate of Mobile Infotainment (2017-2022)

## **6 GLOBAL MOBILE VALUE ADDED SERVICE MARKET ANALYSIS BY APPLICATION**

6.1 Global Mobile Value Added Service Consumption and Market Share by Application (2017-2022)

6.2 Global Mobile Value Added Service Consumption Revenue and Market Share by Application (2017-2022)

6.3 Global Mobile Value Added Service Consumption and Growth Rate by Application (2017-2022)

6.3.1 Global Mobile Value Added Service Consumption and Growth Rate of BFSI (2017-2022)

6.3.2 Global Mobile Value Added Service Consumption and Growth Rate of Media and Entertainment (2017-2022)

6.3.3 Global Mobile Value Added Service Consumption and Growth Rate of Healthcare (2017-2022)

6.3.4 Global Mobile Value Added Service Consumption and Growth Rate of Education (2017-2022)

6.3.5 Global Mobile Value Added Service Consumption and Growth Rate of Retail (2017-2022)

6.3.6 Global Mobile Value Added Service Consumption and Growth Rate of Government (2017-2022)

6.3.7 Global Mobile Value Added Service Consumption and Growth Rate of Telecom & IT (2017-2022)

6.3.8 Global Mobile Value Added Service Consumption and Growth Rate of Others (2017-2022)

## **7 GLOBAL MOBILE VALUE ADDED SERVICE MARKET FORECAST (2022-2027)**

7.1 Global Mobile Value Added Service Sales Volume, Revenue Forecast (2022-2027)

7.1.1 Global Mobile Value Added Service Sales Volume and Growth Rate Forecast (2022-2027)

7.1.2 Global Mobile Value Added Service Revenue and Growth Rate Forecast (2022-2027)

- 7.1.3 Global Mobile Value Added Service Price and Trend Forecast (2022-2027)
- 7.2 Global Mobile Value Added Service Sales Volume and Revenue Forecast, Region Wise (2022-2027)
  - 7.2.1 United States Mobile Value Added Service Sales Volume and Revenue Forecast (2022-2027)
  - 7.2.2 Europe Mobile Value Added Service Sales Volume and Revenue Forecast (2022-2027)
  - 7.2.3 China Mobile Value Added Service Sales Volume and Revenue Forecast (2022-2027)
  - 7.2.4 Japan Mobile Value Added Service Sales Volume and Revenue Forecast (2022-2027)
  - 7.2.5 India Mobile Value Added Service Sales Volume and Revenue Forecast (2022-2027)
  - 7.2.6 Southeast Asia Mobile Value Added Service Sales Volume and Revenue Forecast (2022-2027)
  - 7.2.7 Latin America Mobile Value Added Service Sales Volume and Revenue Forecast (2022-2027)
  - 7.2.8 Middle East and Africa Mobile Value Added Service Sales Volume and Revenue Forecast (2022-2027)
- 7.3 Global Mobile Value Added Service Sales Volume, Revenue and Price Forecast by Type (2022-2027)
  - 7.3.1 Global Mobile Value Added Service Revenue and Growth Rate of Short Messaging Service (SMS) (2022-2027)
  - 7.3.2 Global Mobile Value Added Service Revenue and Growth Rate of Multimedia Messaging Service (MMS) (2022-2027)
  - 7.3.3 Global Mobile Value Added Service Revenue and Growth Rate of Location Based Services (2022-2027)
  - 7.3.4 Global Mobile Value Added Service Revenue and Growth Rate of Mobile Email & IM (2022-2027)
  - 7.3.5 Global Mobile Value Added Service Revenue and Growth Rate of Mobile Money (2022-2027)
  - 7.3.6 Global Mobile Value Added Service Revenue and Growth Rate of Mobile Advertising (2022-2027)
  - 7.3.7 Global Mobile Value Added Service Revenue and Growth Rate of Mobile Infotainment (2022-2027)
- 7.4 Global Mobile Value Added Service Consumption Forecast by Application (2022-2027)
  - 7.4.1 Global Mobile Value Added Service Consumption Value and Growth Rate of BFSI(2022-2027)

7.4.2 Global Mobile Value Added Service Consumption Value and Growth Rate of Media and Entertainment(2022-2027)

7.4.3 Global Mobile Value Added Service Consumption Value and Growth Rate of Healthcare(2022-2027)

7.4.4 Global Mobile Value Added Service Consumption Value and Growth Rate of Education(2022-2027)

7.4.5 Global Mobile Value Added Service Consumption Value and Growth Rate of Retail(2022-2027)

7.4.6 Global Mobile Value Added Service Consumption Value and Growth Rate of Government(2022-2027)

7.4.7 Global Mobile Value Added Service Consumption Value and Growth Rate of Telecom & IT(2022-2027)

7.4.8 Global Mobile Value Added Service Consumption Value and Growth Rate of Others(2022-2027)

7.5 Mobile Value Added Service Market Forecast Under COVID-19

## **8 MOBILE VALUE ADDED SERVICE MARKET UPSTREAM AND DOWNSTREAM ANALYSIS**

8.1 Mobile Value Added Service Industrial Chain Analysis

8.2 Key Raw Materials Suppliers and Price Analysis

8.3 Manufacturing Cost Structure Analysis

8.3.1 Labor Cost Analysis

8.3.2 Energy Costs Analysis

8.3.3 R&D Costs Analysis

8.4 Alternative Product Analysis

8.5 Major Distributors of Mobile Value Added Service Analysis

8.6 Major Downstream Buyers of Mobile Value Added Service Analysis

8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the Mobile Value Added Service Industry

## **9 PLAYERS PROFILES**

9.1 Infosys

9.1.1 Infosys Basic Information, Manufacturing Base, Sales Region and Competitors

9.1.2 Mobile Value Added Service Product Profiles, Application and Specification

9.1.3 Infosys Market Performance (2017-2022)

9.1.4 Recent Development

9.1.5 SWOT Analysis

## 9.2 China Mobile Limited

9.2.1 China Mobile Limited Basic Information, Manufacturing Base, Sales Region and Competitors

9.2.2 Mobile Value Added Service Product Profiles, Application and Specification

9.2.3 China Mobile Limited Market Performance (2017-2022)

9.2.4 Recent Development

9.2.5 SWOT Analysis

## 9.3 Gintel AS

9.3.1 Gintel AS Basic Information, Manufacturing Base, Sales Region and Competitors

9.3.2 Mobile Value Added Service Product Profiles, Application and Specification

9.3.3 Gintel AS Market Performance (2017-2022)

9.3.4 Recent Development

9.3.5 SWOT Analysis

## 9.4 One97 Communication

9.4.1 One97 Communication Basic Information, Manufacturing Base, Sales Region and Competitors

9.4.2 Mobile Value Added Service Product Profiles, Application and Specification

9.4.3 One97 Communication Market Performance (2017-2022)

9.4.4 Recent Development

9.4.5 SWOT Analysis

## 9.5 KongZhon

9.5.1 KongZhon Basic Information, Manufacturing Base, Sales Region and Competitors

9.5.2 Mobile Value Added Service Product Profiles, Application and Specification

9.5.3 KongZhon Market Performance (2017-2022)

9.5.4 Recent Development

9.5.5 SWOT Analysis

## 9.6 CALLUP

9.6.1 CALLUP Basic Information, Manufacturing Base, Sales Region and Competitors

9.6.2 Mobile Value Added Service Product Profiles, Application and Specification

9.6.3 CALLUP Market Performance (2017-2022)

9.6.4 Recent Development

9.6.5 SWOT Analysis

## 9.7 Comviva Technologies

9.7.1 Comviva Technologies Basic Information, Manufacturing Base, Sales Region and Competitors

9.7.2 Mobile Value Added Service Product Profiles, Application and Specification

9.7.3 Comviva Technologies Market Performance (2017-2022)

9.7.4 Recent Development

### 9.7.5 SWOT Analysis

## 9.8 Cisco

9.8.1 Cisco Basic Information, Manufacturing Base, Sales Region and Competitors

9.8.2 Mobile Value Added Service Product Profiles, Application and Specification

9.8.3 Cisco Market Performance (2017-2022)

9.8.4 Recent Development

9.8.5 SWOT Analysis

## 9.9 Huawei

9.9.1 Huawei Basic Information, Manufacturing Base, Sales Region and Competitors

9.9.2 Mobile Value Added Service Product Profiles, Application and Specification

9.9.3 Huawei Market Performance (2017-2022)

9.9.4 Recent Development

9.9.5 SWOT Analysis

## 9.10 Ericsson

9.10.1 Ericsson Basic Information, Manufacturing Base, Sales Region and Competitors

9.10.2 Mobile Value Added Service Product Profiles, Application and Specification

9.10.3 Ericsson Market Performance (2017-2022)

9.10.4 Recent Development

9.10.5 SWOT Analysis

## 9.11 Vodafone

9.11.1 Vodafone Basic Information, Manufacturing Base, Sales Region and Competitors

9.11.2 Mobile Value Added Service Product Profiles, Application and Specification

9.11.3 Vodafone Market Performance (2017-2022)

9.11.4 Recent Development

9.11.5 SWOT Analysis

## **10 RESEARCH FINDINGS AND CONCLUSION**

## **11 APPENDIX**

11.1 Methodology

11.2 Research Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Mobile Value Added Service Product Picture

Table Global Mobile Value Added Service Market Sales Volume and CAGR (%) Comparison by Type

Table Mobile Value Added Service Market Consumption (Sales Volume) Comparison by Application (2017-2027)

Figure Global Mobile Value Added Service Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States Mobile Value Added Service Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Europe Mobile Value Added Service Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China Mobile Value Added Service Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan Mobile Value Added Service Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India Mobile Value Added Service Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Southeast Asia Mobile Value Added Service Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Latin America Mobile Value Added Service Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Middle East and Africa Mobile Value Added Service Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Global Mobile Value Added Service Market Sales Volume Status and Outlook (2017-2027)

Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on Mobile Value Added Service Industry Development

Table Global Mobile Value Added Service Sales Volume by Player (2017-2022)

Table Global Mobile Value Added Service Sales Volume Share by Player (2017-2022)

Figure Global Mobile Value Added Service Sales Volume Share by Player in 2021

Table Mobile Value Added Service Revenue (Million USD) by Player (2017-2022)

Table Mobile Value Added Service Revenue Market Share by Player (2017-2022)

Table Mobile Value Added Service Price by Player (2017-2022)

Table Mobile Value Added Service Gross Margin by Player (2017-2022)

Table Mergers & Acquisitions, Expansion Plans

Table Global Mobile Value Added Service Sales Volume, Region Wise (2017-2022)

Table Global Mobile Value Added Service Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Mobile Value Added Service Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Mobile Value Added Service Sales Volume Market Share, Region Wise in 2021

Table Global Mobile Value Added Service Revenue (Million USD), Region Wise (2017-2022)

Table Global Mobile Value Added Service Revenue Market Share, Region Wise (2017-2022)

Figure Global Mobile Value Added Service Revenue Market Share, Region Wise (2017-2022)

Figure Global Mobile Value Added Service Revenue Market Share, Region Wise in 2021

Table Global Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table United States Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Europe Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table China Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Japan Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table India Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Southeast Asia Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Latin America Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Middle East and Africa Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Global Mobile Value Added Service Sales Volume by Type (2017-2022)

Table Global Mobile Value Added Service Sales Volume Market Share by Type (2017-2022)

Figure Global Mobile Value Added Service Sales Volume Market Share by Type in 2021

Table Global Mobile Value Added Service Revenue (Million USD) by Type (2017-2022)  
Table Global Mobile Value Added Service Revenue Market Share by Type (2017-2022)  
Figure Global Mobile Value Added Service Revenue Market Share by Type in 2021  
Table Mobile Value Added Service Price by Type (2017-2022)  
Figure Global Mobile Value Added Service Sales Volume and Growth Rate of Short Messaging Service (SMS) (2017-2022)  
Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Short Messaging Service (SMS) (2017-2022)  
Figure Global Mobile Value Added Service Sales Volume and Growth Rate of Multimedia Messaging Service (MMS) (2017-2022)  
Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Multimedia Messaging Service (MMS) (2017-2022)  
Figure Global Mobile Value Added Service Sales Volume and Growth Rate of Location Based Services (2017-2022)  
Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Location Based Services (2017-2022)  
Figure Global Mobile Value Added Service Sales Volume and Growth Rate of Mobile Email & IM (2017-2022)  
Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Mobile Email & IM (2017-2022)  
Figure Global Mobile Value Added Service Sales Volume and Growth Rate of Mobile Money (2017-2022)  
Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Mobile Money (2017-2022)  
Figure Global Mobile Value Added Service Sales Volume and Growth Rate of Mobile Advertising (2017-2022)  
Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Mobile Advertising (2017-2022)  
Figure Global Mobile Value Added Service Sales Volume and Growth Rate of Mobile Infotainment (2017-2022)  
Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Mobile Infotainment (2017-2022)  
Table Global Mobile Value Added Service Consumption by Application (2017-2022)  
Table Global Mobile Value Added Service Consumption Market Share by Application (2017-2022)  
Table Global Mobile Value Added Service Consumption Revenue (Million USD) by Application (2017-2022)  
Table Global Mobile Value Added Service Consumption Revenue Market Share by Application (2017-2022)



Table Global Mobile Value Added Service Consumption and Growth Rate of BFSI (2017-2022)

Table Global Mobile Value Added Service Consumption and Growth Rate of Media and Entertainment (2017-2022)

Table Global Mobile Value Added Service Consumption and Growth Rate of Healthcare (2017-2022)

Table Global Mobile Value Added Service Consumption and Growth Rate of Education (2017-2022)

Table Global Mobile Value Added Service Consumption and Growth Rate of Retail (2017-2022)

Table Global Mobile Value Added Service Consumption and Growth Rate of Government (2017-2022)

Table Global Mobile Value Added Service Consumption and Growth Rate of Telecom & IT (2017-2022)

Table Global Mobile Value Added Service Consumption and Growth Rate of Others (2017-2022)

Figure Global Mobile Value Added Service Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate Forecast (2022-2027)

Figure Global Mobile Value Added Service Price and Trend Forecast (2022-2027)

Figure USA Mobile Value Added Service Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure USA Mobile Value Added Service Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Mobile Value Added Service Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Mobile Value Added Service Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure China Mobile Value Added Service Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure China Mobile Value Added Service Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Mobile Value Added Service Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Mobile Value Added Service Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure India Mobile Value Added Service Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure India Mobile Value Added Service Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Mobile Value Added Service Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Mobile Value Added Service Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Mobile Value Added Service Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Mobile Value Added Service Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Mobile Value Added Service Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Mobile Value Added Service Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global Mobile Value Added Service Market Sales Volume Forecast, by Type

Table Global Mobile Value Added Service Sales Volume Market Share Forecast, by Type

Table Global Mobile Value Added Service Market Revenue (Million USD) Forecast, by Type

Table Global Mobile Value Added Service Revenue Market Share Forecast, by Type

Table Global Mobile Value Added Service Price Forecast, by Type

Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Short Messaging Service (SMS) (2022-2027)

Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Short Messaging Service (SMS) (2022-2027)

Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Multimedia Messaging Service (MMS) (2022-2027)

Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Multimedia Messaging Service (MMS) (2022-2027)

Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Location Based Services (2022-2027)

Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Location Based Services (2022-2027)

Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Mobile Email & IM (2022-2027)

Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Mobile Email & IM (2022-2027)

Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Mobile Money (2022-2027)

Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Mobile Money (2022-2027)

Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Mobile Advertising (2022-2027)

Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Mobile Advertising (2022-2027)

Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Mobile Infotainment (2022-2027)

Figure Global Mobile Value Added Service Revenue (Million USD) and Growth Rate of Mobile Infotainment (2022-2027)

Table Global Mobile Value Added Service Market Consumption Forecast, by Application

Table Global Mobile Value Added Service Consumption Market Share Forecast, by Application

Table Global Mobile Value Added Service Market Revenue (Million USD) Forecast, by Application

Table Global Mobile Value Added Service Revenue Market Share Forecast, by Application

Figure Global Mobile Value Added Service Consumption Value (Million USD) and Growth Rate of BFSI (2022-2027)

Figure Global Mobile Value Added Service Consumption Value (Million USD) and Growth Rate of Media and Entertainment (2022-2027)

Figure Global Mobile Value Added Service Consumption Value (Million USD) and Growth Rate of Healthcare (2022-2027)

Figure Global Mobile Value Added Service Consumption Value (Million USD) and Growth Rate of Education (2022-2027)

Figure Global Mobile Value Added Service Consumption Value (Million USD) and Growth Rate of Retail (2022-2027)

Figure Global Mobile Value Added Service Consumption Value (Million USD) and Growth Rate of Government (2022-2027)

Figure Global Mobile Value Added Service Consumption Value (Million USD) and Growth Rate of Telecom & IT (2022-2027)

Figure Global Mobile Value Added Service Consumption Value (Million USD) and Growth Rate of Others (2022-2027)

Figure Mobile Value Added Service Industrial Chain Analysis

Table Key Raw Materials Suppliers and Price Analysis

Figure Manufacturing Cost Structure Analysis

Table Alternative Product Analysis

Table Downstream Distributors

Table Downstream Buyers

Table Infosys Profile

Table Infosys Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Infosys Mobile Value Added Service Sales Volume and Growth Rate

Figure Infosys Revenue (Million USD) Market Share 2017-2022

Table China Mobile Limited Profile

Table China Mobile Limited Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure China Mobile Limited Mobile Value Added Service Sales Volume and Growth Rate

Figure China Mobile Limited Revenue (Million USD) Market Share 2017-2022

Table Gintel AS Profile

Table Gintel AS Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Gintel AS Mobile Value Added Service Sales Volume and Growth Rate

Figure Gintel AS Revenue (Million USD) Market Share 2017-2022

Table One97 Communication Profile

Table One97 Communication Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure One97 Communication Mobile Value Added Service Sales Volume and Growth Rate

Figure One97 Communication Revenue (Million USD) Market Share 2017-2022

Table KongZhon Profile

Table KongZhon Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure KongZhon Mobile Value Added Service Sales Volume and Growth Rate

Figure KongZhon Revenue (Million USD) Market Share 2017-2022

Table CALLUP Profile

Table CALLUP Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure CALLUP Mobile Value Added Service Sales Volume and Growth Rate

Figure CALLUP Revenue (Million USD) Market Share 2017-2022

Table Comviva Technologies Profile

Table Comviva Technologies Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Comviva Technologies Mobile Value Added Service Sales Volume and Growth Rate

Figure Comviva Technologies Revenue (Million USD) Market Share 2017-2022

Table Cisco Profile

Table Cisco Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Cisco Mobile Value Added Service Sales Volume and Growth Rate

Figure Cisco Revenue (Million USD) Market Share 2017-2022

Table Huawei Profile

Table Huawei Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Huawei Mobile Value Added Service Sales Volume and Growth Rate

Figure Huawei Revenue (Million USD) Market Share 2017-2022

Table Ericsson Profile

Table Ericsson Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Ericsson Mobile Value Added Service Sales Volume and Growth Rate

Figure Ericsson Revenue (Million USD) Market Share 2017-2022

Table Vodafone Profile

Table Vodafone Mobile Value Added Service Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Vodafone Mobile Value Added Service Sales Volume and Growth Rate

Figure Vodafone Revenue (Million USD) Market Share 2017-2022

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