

Global Mobile Value Added Services (MVAS) Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

Mobile value added services (MVAS) refer to the services which are non-core that offered in the telecommunication sector. All the services except voice calls and transmissions of a fax are considered a mobile value added services. These services can be used to promote a telecom operator's primary business. Mobile value added services act as a catalyst for the mobile subscribers to use their mobile device to enable operator to enhance their average revenue per user.

Based on the Mobile Value Added Services (MVAS) market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Mobile Value Added Services (MVAS) market covered in

Chapter 5:

Apple

Google

Vodafone

InMobi

One97 Communication

Gemalto NV

KongZhong

Comviva Technologies

OnMobile

AT&T

KONG.net.

Comverse

Alibaba Group Holdings Limited

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:

Enterprise

Consumer

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy
Spain
Russia
Others
Asia-Pacific (Covered in Chapter 11)
China
Japan
South Korea
Australia
India
South America (Covered in Chapter 12)
Brazil
Argentina
Columbia
Middle East and Africa (Covered in Chapter 13)
UAE
Egypt
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

Contents

1 MARKET OVERVIEW

- 1.1 Product Definition and Market Characteristics
- 1.2 Global Mobile Value Added Services (MVAS) Market Size
- 1.3 Market Segmentation
- 1.4 Global Macroeconomic Analysis
- 1.5 SWOT Analysis

2. MARKET DYNAMICS

- 2.1 Market Drivers
- 2.2 Market Constraints and Challenges
- 2.3 Emerging Market Trends
- 2.4 Impact of COVID-19
 - 2.4.1 Short-term Impact
 - 2.4.2 Long-term Impact

3 ASSOCIATED INDUSTRY ASSESSMENT

- 3.1 Supply Chain Analysis
- 3.2 Industry Active Participants
 - 3.2.1 Suppliers of Raw Materials
 - 3.2.2 Key Distributors/Retailers
- 3.3 Alternative Analysis
- 3.4 The Impact of Covid-19 From the Perspective of Industry Chain

4 MARKET COMPETITIVE LANDSCAPE

- 4.1 Industry Leading Players
- 4.2 Industry News
 - 4.2.1 Key Product Launch News
 - 4.2.2 M&A and Expansion Plans

5 ANALYSIS OF LEADING COMPANIES

- 5.1 Apple
 - 5.1.1 Apple Company Profile

- 5.1.2 Apple Business Overview
- 5.1.3 Apple Mobile Value Added Services (MVAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
- 5.1.4 Apple Mobile Value Added Services (MVAS) Products Introduction
- 5.2 Google
 - 5.2.1 Google Company Profile
 - 5.2.2 Google Business Overview
 - 5.2.3 Google Mobile Value Added Services (MVAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.2.4 Google Mobile Value Added Services (MVAS) Products Introduction
- 5.3 Vodafone
 - 5.3.1 Vodafone Company Profile
 - 5.3.2 Vodafone Business Overview
 - 5.3.3 Vodafone Mobile Value Added Services (MVAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.3.4 Vodafone Mobile Value Added Services (MVAS) Products Introduction
- 5.4 InMobi
 - 5.4.1 InMobi Company Profile
 - 5.4.2 InMobi Business Overview
 - 5.4.3 InMobi Mobile Value Added Services (MVAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.4.4 InMobi Mobile Value Added Services (MVAS) Products Introduction
- 5.5 One97 Communication
 - 5.5.1 One97 Communication Company Profile
 - 5.5.2 One97 Communication Business Overview
 - 5.5.3 One97 Communication Mobile Value Added Services (MVAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.5.4 One97 Communication Mobile Value Added Services (MVAS) Products Introduction
- 5.6 Gemalto NV
 - 5.6.1 Gemalto NV Company Profile
 - 5.6.2 Gemalto NV Business Overview
 - 5.6.3 Gemalto NV Mobile Value Added Services (MVAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.6.4 Gemalto NV Mobile Value Added Services (MVAS) Products Introduction
- 5.7 KongZhong
 - 5.7.1 KongZhong Company Profile
 - 5.7.2 KongZhong Business Overview
 - 5.7.3 KongZhong Mobile Value Added Services (MVAS) Sales, Revenue, Average

Selling Price and Gross Margin (2015-2020)

5.7.4 KongZhong Mobile Value Added Services (MVAS) Products Introduction

5.8 Comviva Technologies

5.8.1 Comviva Technologies Company Profile

5.8.2 Comviva Technologies Business Overview

5.8.3 Comviva Technologies Mobile Value Added Services (MVAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.8.4 Comviva Technologies Mobile Value Added Services (MVAS) Products Introduction

5.9 OnMobile

5.9.1 OnMobile Company Profile

5.9.2 OnMobile Business Overview

5.9.3 OnMobile Mobile Value Added Services (MVAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.9.4 OnMobile Mobile Value Added Services (MVAS) Products Introduction

5.10 AT&T

5.10.1 AT&T Company Profile

5.10.2 AT&T Business Overview

5.10.3 AT&T Mobile Value Added Services (MVAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.10.4 AT&T Mobile Value Added Services (MVAS) Products Introduction

5.11 KONG.net.

5.11.1 KONG.net. Company Profile

5.11.2 KONG.net. Business Overview

5.11.3 KONG.net. Mobile Value Added Services (MVAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.11.4 KONG.net. Mobile Value Added Services (MVAS) Products Introduction

5.12 Converse

5.12.1 Converse Company Profile

5.12.2 Converse Business Overview

5.12.3 Converse Mobile Value Added Services (MVAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.12.4 Converse Mobile Value Added Services (MVAS) Products Introduction

5.13 Alibaba Group Holdings Limited

5.13.1 Alibaba Group Holdings Limited Company Profile

5.13.2 Alibaba Group Holdings Limited Business Overview

5.13.3 Alibaba Group Holdings Limited Mobile Value Added Services (MVAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.13.4 Alibaba Group Holdings Limited Mobile Value Added Services (MVAS)

Products Introduction

6 MARKET ANALYSIS AND FORECAST, BY PRODUCT TYPES

6.1 Global Mobile Value Added Services (MVAS) Sales, Revenue and Market Share by Types (2015-2020)

6.1.1 Global Mobile Value Added Services (MVAS) Sales and Market Share by Types (2015-2020)

6.1.2 Global Mobile Value Added Services (MVAS) Revenue and Market Share by Types (2015-2020)

6.1.3 Global Mobile Value Added Services (MVAS) Price by Types (2015-2020)

6.2 Global Mobile Value Added Services (MVAS) Market Forecast by Types (2020-2025)

6.2.1 Global Mobile Value Added Services (MVAS) Market Forecast Sales and Market Share by Types (2020-2025)

6.2.2 Global Mobile Value Added Services (MVAS) Market Forecast Revenue and Market Share by Types (2020-2025)

6.3 Global Mobile Value Added Services (MVAS) Sales, Price and Growth Rate by Types (2015-2020)

6.3.1 Global Mobile Value Added Services (MVAS) Sales, Price and Growth Rate of Short Messaging Service

6.3.2 Global Mobile Value Added Services (MVAS) Sales, Price and Growth Rate of Multimedia Messaging Service

6.3.3 Global Mobile Value Added Services (MVAS) Sales, Price and Growth Rate of Location Based Services

6.3.4 Global Mobile Value Added Services (MVAS) Sales, Price and Growth Rate of Mobile Email & IM

6.3.5 Global Mobile Value Added Services (MVAS) Sales, Price and Growth Rate of Mobile Money

6.3.6 Global Mobile Value Added Services (MVAS) Sales, Price and Growth Rate of Mobile Advertising

6.3.7 Global Mobile Value Added Services (MVAS) Sales, Price and Growth Rate of Mobile Infotainment

6.4 Global Mobile Value Added Services (MVAS) Market Revenue and Sales Forecast, by Types (2020-2025)

6.4.1 Short Messaging Service Market Revenue and Sales Forecast (2020-2025)

6.4.2 Multimedia Messaging Service Market Revenue and Sales Forecast (2020-2025)

6.4.3 Location Based Services Market Revenue and Sales Forecast (2020-2025)

6.4.4 Mobile Email & IM Market Revenue and Sales Forecast (2020-2025)

- 6.4.5 Mobile Money Market Revenue and Sales Forecast (2020-2025)
- 6.4.6 Mobile Advertising Market Revenue and Sales Forecast (2020-2025)
- 6.4.7 Mobile Infotainment Market Revenue and Sales Forecast (2020-2025)

7 MARKET ANALYSIS AND FORECAST, BY APPLICATIONS

- 7.1 Global Mobile Value Added Services (MVAS) Sales, Revenue and Market Share by Applications (2015-2020)
 - 7.1.1 Global Mobile Value Added Services (MVAS) Sales and Market Share by Applications (2015-2020)
 - 7.1.2 Global Mobile Value Added Services (MVAS) Revenue and Market Share by Applications (2015-2020)
- 7.2 Global Mobile Value Added Services (MVAS) Market Forecast by Applications (2020-2025)
 - 7.2.1 Global Mobile Value Added Services (MVAS) Market Forecast Sales and Market Share by Applications (2020-2025)
 - 7.2.2 Global Mobile Value Added Services (MVAS) Market Forecast Revenue and Market Share by Applications (2020-2025)
- 7.3 Global Revenue, Sales and Growth Rate by Applications (2015-2020)
 - 7.3.1 Global Mobile Value Added Services (MVAS) Revenue, Sales and Growth Rate of Enterprise (2015-2020)
 - 7.3.2 Global Mobile Value Added Services (MVAS) Revenue, Sales and Growth Rate of Consumer (2015-2020)
- 7.4 Global Mobile Value Added Services (MVAS) Market Revenue and Sales Forecast, by Applications (2020-2025)
 - 7.4.1 Enterprise Market Revenue and Sales Forecast (2020-2025)
 - 7.4.2 Consumer Market Revenue and Sales Forecast (2020-2025)

8 MARKET ANALYSIS AND FORECAST, BY REGIONS

- 8.1 Global Mobile Value Added Services (MVAS) Sales by Regions (2015-2020)
- 8.2 Global Mobile Value Added Services (MVAS) Market Revenue by Regions (2015-2020)
- 8.3 Global Mobile Value Added Services (MVAS) Market Forecast by Regions (2020-2025)

9 NORTH AMERICA MOBILE VALUE ADDED SERVICES (MVAS) MARKET ANALYSIS

- 9.1 Market Overview and Prospect Analysis
- 9.2 North America Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)
- 9.3 North America Mobile Value Added Services (MVAS) Market Revenue and Growth Rate (2015-2020)
- 9.4 North America Mobile Value Added Services (MVAS) Market Forecast
- 9.5 The Influence of COVID-19 on North America Market
- 9.6 North America Mobile Value Added Services (MVAS) Market Analysis by Country
 - 9.6.1 U.S. Mobile Value Added Services (MVAS) Sales and Growth Rate
 - 9.6.2 Canada Mobile Value Added Services (MVAS) Sales and Growth Rate
 - 9.6.3 Mexico Mobile Value Added Services (MVAS) Sales and Growth Rate

10 EUROPE MOBILE VALUE ADDED SERVICES (MVAS) MARKET ANALYSIS

- 10.1 Market Overview and Prospect Analysis
- 10.2 Europe Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)
- 10.3 Europe Mobile Value Added Services (MVAS) Market Revenue and Growth Rate (2015-2020)
- 10.4 Europe Mobile Value Added Services (MVAS) Market Forecast
- 10.5 The Influence of COVID-19 on Europe Market
- 10.6 Europe Mobile Value Added Services (MVAS) Market Analysis by Country
 - 10.6.1 Germany Mobile Value Added Services (MVAS) Sales and Growth Rate
 - 10.6.2 United Kingdom Mobile Value Added Services (MVAS) Sales and Growth Rate
 - 10.6.3 France Mobile Value Added Services (MVAS) Sales and Growth Rate
 - 10.6.4 Italy Mobile Value Added Services (MVAS) Sales and Growth Rate
 - 10.6.5 Spain Mobile Value Added Services (MVAS) Sales and Growth Rate
 - 10.6.6 Russia Mobile Value Added Services (MVAS) Sales and Growth Rate

11 ASIA-PACIFIC MOBILE VALUE ADDED SERVICES (MVAS) MARKET ANALYSIS

- 11.1 Market Overview and Prospect Analysis
- 11.2 Asia-Pacific Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)
- 11.3 Asia-Pacific Mobile Value Added Services (MVAS) Market Revenue and Growth Rate (2015-2020)
- 11.4 Asia-Pacific Mobile Value Added Services (MVAS) Market Forecast
- 11.5 The Influence of COVID-19 on Asia Pacific Market
- 11.6 Asia-Pacific Mobile Value Added Services (MVAS) Market Analysis by Country

- 11.6.1 China Mobile Value Added Services (MVAS) Sales and Growth Rate
- 11.6.2 Japan Mobile Value Added Services (MVAS) Sales and Growth Rate
- 11.6.3 South Korea Mobile Value Added Services (MVAS) Sales and Growth Rate
- 11.6.4 Australia Mobile Value Added Services (MVAS) Sales and Growth Rate
- 11.6.5 India Mobile Value Added Services (MVAS) Sales and Growth Rate

12 SOUTH AMERICA MOBILE VALUE ADDED SERVICES (MVAS) MARKET ANALYSIS

- 12.1 Market Overview and Prospect Analysis
- 12.2 South America Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)
- 12.3 South America Mobile Value Added Services (MVAS) Market Revenue and Growth Rate (2015-2020)
- 12.4 South America Mobile Value Added Services (MVAS) Market Forecast
- 12.5 The Influence of COVID-19 on South America Market
- 12.6 South America Mobile Value Added Services (MVAS) Market Analysis by Country
 - 12.6.1 Brazil Mobile Value Added Services (MVAS) Sales and Growth Rate
 - 12.6.2 Argentina Mobile Value Added Services (MVAS) Sales and Growth Rate
 - 12.6.3 Columbia Mobile Value Added Services (MVAS) Sales and Growth Rate

13 MIDDLE EAST AND AFRICA MOBILE VALUE ADDED SERVICES (MVAS) MARKET ANALYSIS

- 13.1 Market Overview and Prospect Analysis
- 13.2 Middle East and Africa Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)
- 13.3 Middle East and Africa Mobile Value Added Services (MVAS) Market Revenue and Growth Rate (2015-2020)
- 13.4 Middle East and Africa Mobile Value Added Services (MVAS) Market Forecast
- 13.5 The Influence of COVID-19 on Middle East and Africa Market
- 13.6 Middle East and Africa Mobile Value Added Services (MVAS) Market Analysis by Country
 - 13.6.1 UAE Mobile Value Added Services (MVAS) Sales and Growth Rate
 - 13.6.2 Egypt Mobile Value Added Services (MVAS) Sales and Growth Rate
 - 13.6.3 South Africa Mobile Value Added Services (MVAS) Sales and Growth Rate

14 CONCLUSIONS AND RECOMMENDATIONS

14.1 Key Market Findings and Prospects

14.2 Advice for Investors

15 APPENDIX

15.1 Methodology

15.2 Research Data Source

List Of Tables

LIST OF TABLES AND FIGURES

Figure Product Picture

Figure Global Mobile Value Added Services (MVAS) Market Size and Growth Rate 2015-2025

Table Mobile Value Added Services (MVAS) Key Market Segments

Figure Global Mobile Value Added Services (MVAS) Market Revenue (\$) Segment by Type from 2015-2020

Figure Global Mobile Value Added Services (MVAS) Market Revenue (\$) Segment by Applications from 2015-2020

Table SWOT Analysis

Figure Global COVID-19 Status

Figure Supply Chain

Table Major Players Headquarters, and Service Area of Mobile Value Added Services (MVAS)

Table Major Players Revenue in 2019

Figure Major Players Revenue Share in 2019

Table Apple Company Profile

Table Apple Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Apple Production and Growth Rate

Figure Apple Market Revenue (\$) Market Share 2015-2020

Table Google Company Profile

Table Google Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Google Production and Growth Rate

Figure Google Market Revenue (\$) Market Share 2015-2020

Table Vodafone Company Profile

Table Vodafone Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Vodafone Production and Growth Rate

Figure Vodafone Market Revenue (\$) Market Share 2015-2020

Table InMobi Company Profile

Table InMobi Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure InMobi Production and Growth Rate

Figure InMobi Market Revenue (\$) Market Share 2015-2020

Table One97 Communication Company Profile

Table One97 Communication Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure One97 Communication Production and Growth Rate

Figure One97 Communication Market Revenue (\$) Market Share 2015-2020

Table Gemalto NV Company Profile

Table Gemalto NV Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Gemalto NV Production and Growth Rate

Figure Gemalto NV Market Revenue (\$) Market Share 2015-2020

Table KongZhong Company Profile

Table KongZhong Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure KongZhong Production and Growth Rate

Figure KongZhong Market Revenue (\$) Market Share 2015-2020

Table Comviva Technologies Company Profile

Table Comviva Technologies Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Comviva Technologies Production and Growth Rate

Figure Comviva Technologies Market Revenue (\$) Market Share 2015-2020

Table OnMobile Company Profile

Table OnMobile Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure OnMobile Production and Growth Rate

Figure OnMobile Market Revenue (\$) Market Share 2015-2020

Table AT&T Company Profile

Table AT&T Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure AT&T Production and Growth Rate

Figure AT&T Market Revenue (\$) Market Share 2015-2020

Table KONG.net. Company Profile

Table KONG.net. Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure KONG.net. Production and Growth Rate

Figure KONG.net. Market Revenue (\$) Market Share 2015-2020

Table Comverse Company Profile

Table Comverse Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Comverse Production and Growth Rate

Figure Comverse Market Revenue (\$) Market Share 2015-2020

Table Alibaba Group Holdings Limited Company Profile

Table Alibaba Group Holdings Limited Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Alibaba Group Holdings Limited Production and Growth Rate

Figure Alibaba Group Holdings Limited Market Revenue (\$) Market Share 2015-2020

Table Global Mobile Value Added Services (MVAS) Sales by Types (2015-2020)

Table Global Mobile Value Added Services (MVAS) Sales Share by Types (2015-2020)

Table Global Mobile Value Added Services (MVAS) Revenue (\$) by Types (2015-2020)

Table Global Mobile Value Added Services (MVAS) Revenue Share by Types (2015-2020)

Table Global Mobile Value Added Services (MVAS) Price (\$) by Types (2015-2020)

Table Global Mobile Value Added Services (MVAS) Market Forecast Sales by Types (2020-2025)

Table Global Mobile Value Added Services (MVAS) Market Forecast Sales Share by Types (2020-2025)

Table Global Mobile Value Added Services (MVAS) Market Forecast Revenue (\$) by Types (2020-2025)

Table Global Mobile Value Added Services (MVAS) Market Forecast Revenue Share by Types (2020-2025)

Figure Global Short Messaging Service Sales and Growth Rate (2015-2020)

Figure Global Short Messaging Service Price (2015-2020)

Figure Global Multimedia Messaging Service Sales and Growth Rate (2015-2020)

Figure Global Multimedia Messaging Service Price (2015-2020)

Figure Global Location Based Services Sales and Growth Rate (2015-2020)

Figure Global Location Based Services Price (2015-2020)

Figure Global Mobile Email & IM Sales and Growth Rate (2015-2020)

Figure Global Mobile Email & IM Price (2015-2020)

Figure Global Mobile Money Sales and Growth Rate (2015-2020)

Figure Global Mobile Money Price (2015-2020)

Figure Global Mobile Advertising Sales and Growth Rate (2015-2020)

Figure Global Mobile Advertising Price (2015-2020)

Figure Global Mobile Infotainment Sales and Growth Rate (2015-2020)

Figure Global Mobile Infotainment Price (2015-2020)

Figure Global Mobile Value Added Services (MVAS) Market Revenue (\$) and Growth Rate Forecast of Short Messaging Service (2020-2025)

Figure Global Mobile Value Added Services (MVAS) Sales and Growth Rate Forecast of Short Messaging Service (2020-2025)

Figure Global Mobile Value Added Services (MVAS) Market Revenue (\$) and Growth

Rate Forecast of Multimedia Messaging Service (2020-2025)

Figure Global Mobile Value Added Services (MVAS) Sales and Growth Rate Forecast of Multimedia Messaging Service (2020-2025)

Figure Global Mobile Value Added Services (MVAS) Market Revenue (\$) and Growth Rate Forecast of Location Based Services (2020-2025)

Figure Global Mobile Value Added Services (MVAS) Sales and Growth Rate Forecast of Location Based Services (2020-2025)

Figure Global Mobile Value Added Services (MVAS) Market Revenue (\$) and Growth Rate Forecast of Mobile Email & IM (2020-2025)

Figure Global Mobile Value Added Services (MVAS) Sales and Growth Rate Forecast of Mobile Email & IM (2020-2025)

Figure Global Mobile Value Added Services (MVAS) Market Revenue (\$) and Growth Rate Forecast of Mobile Money (2020-2025)

Figure Global Mobile Value Added Services (MVAS) Sales and Growth Rate Forecast of Mobile Money (2020-2025)

Figure Global Mobile Value Added Services (MVAS) Market Revenue (\$) and Growth Rate Forecast of Mobile Advertising (2020-2025)

Figure Global Mobile Value Added Services (MVAS) Sales and Growth Rate Forecast of Mobile Advertising (2020-2025)

Figure Global Mobile Value Added Services (MVAS) Market Revenue (\$) and Growth Rate Forecast of Mobile Infotainment (2020-2025)

Figure Global Mobile Value Added Services (MVAS) Sales and Growth Rate Forecast of Mobile Infotainment (2020-2025)

Table Global Mobile Value Added Services (MVAS) Sales by Applications (2015-2020)

Table Global Mobile Value Added Services (MVAS) Sales Share by Applications (2015-2020)

Table Global Mobile Value Added Services (MVAS) Revenue (\$) by Applications (2015-2020)

Table Global Mobile Value Added Services (MVAS) Revenue Share by Applications (2015-2020)

Table Global Mobile Value Added Services (MVAS) Market Forecast Sales by Applications (2020-2025)

Table Global Mobile Value Added Services (MVAS) Market Forecast Sales Share by Applications (2020-2025)

Table Global Mobile Value Added Services (MVAS) Market Forecast Revenue (\$) by Applications (2020-2025)

Table Global Mobile Value Added Services (MVAS) Market Forecast Revenue Share by Applications (2020-2025)

Figure Global Enterprise Sales and Growth Rate (2015-2020)

Figure Global Enterprise Price (2015-2020)
Figure Global Consumer Sales and Growth Rate (2015-2020)
Figure Global Consumer Price (2015-2020)
Figure Global Mobile Value Added Services (MVAS) Market Revenue (\$) and Growth Rate Forecast of Enterprise (2020-2025)
Figure Global Mobile Value Added Services (MVAS) Sales and Growth Rate Forecast of Enterprise (2020-2025)
Figure Global Mobile Value Added Services (MVAS) Market Revenue (\$) and Growth Rate Forecast of Consumer (2020-2025)
Figure Global Mobile Value Added Services (MVAS) Sales and Growth Rate Forecast of Consumer (2020-2025)
Figure Global Mobile Value Added Services (MVAS) Sales and Growth Rate (2015-2020)
Table Global Mobile Value Added Services (MVAS) Sales by Regions (2015-2020)
Table Global Mobile Value Added Services (MVAS) Sales Market Share by Regions (2015-2020)
Figure Global Mobile Value Added Services (MVAS) Sales Market Share by Regions in 2019
Figure Global Mobile Value Added Services (MVAS) Revenue and Growth Rate (2015-2020)
Table Global Mobile Value Added Services (MVAS) Revenue by Regions (2015-2020)
Table Global Mobile Value Added Services (MVAS) Revenue Market Share by Regions (2015-2020)
Figure Global Mobile Value Added Services (MVAS) Revenue Market Share by Regions in 2019
Table Global Mobile Value Added Services (MVAS) Market Forecast Sales by Regions (2020-2025)
Table Global Mobile Value Added Services (MVAS) Market Forecast Sales Share by Regions (2020-2025)
Table Global Mobile Value Added Services (MVAS) Market Forecast Revenue (\$) by Regions (2020-2025)
Table Global Mobile Value Added Services (MVAS) Market Forecast Revenue Share by Regions (2020-2025)
Figure North America Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)
Figure North America Mobile Value Added Services (MVAS) Market Revenue and Growth Rate (2015-2020)
Figure North America Mobile Value Added Services (MVAS) Market Forecast Sales (2020-2025)

Figure North America Mobile Value Added Services (MVAS) Market Forecast Revenue (\$) (2020-2025)

Figure North America COVID-19 Status

Figure U.S. Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure Canada Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure Mexico Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure Europe Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure Europe Mobile Value Added Services (MVAS) Market Revenue and Growth Rate (2015-2020)

Figure Europe Mobile Value Added Services (MVAS) Market Forecast Sales (2020-2025)

Figure Europe Mobile Value Added Services (MVAS) Market Forecast Revenue (\$) (2020-2025)

Figure Europe COVID-19 Status

Figure Germany Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure United Kingdom Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure France Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure Italy Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure Spain Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure Russia Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure Asia-Pacific Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure Asia-Pacific Mobile Value Added Services (MVAS) Market Revenue and Growth Rate (2015-2020)

Figure Asia-Pacific Mobile Value Added Services (MVAS) Market Forecast Sales (2020-2025)

Figure Asia-Pacific Mobile Value Added Services (MVAS) Market Forecast Revenue (\$) (2020-2025)

Figure Asia Pacific COVID-19 Status

Figure China Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure Japan Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure South Korea Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure Australia Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure India Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure South America Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure South America Mobile Value Added Services (MVAS) Market Revenue and Growth Rate (2015-2020)

Figure South America Mobile Value Added Services (MVAS) Market Forecast Sales (2020-2025)

Figure South America Mobile Value Added Services (MVAS) Market Forecast Revenue (\$) (2020-2025)

Figure Brazil Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure Argentina Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure Columbia Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure Middle East and Africa Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure Middle East and Africa Mobile Value Added Services (MVAS) Market Revenue and Growth Rate (2015-2020)

Figure Middle East and Africa Mobile Value Added Services (MVAS) Market Forecast Sales (2020-2025)

Figure Middle East and Africa Mobile Value Added Services (MVAS) Market Forecast Revenue (\$) (2020-2025)

Figure UAE Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure Egypt Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

Figure South Africa Mobile Value Added Services (MVAS) Market Sales and Growth Rate (2015-2020)

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