

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

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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.

Based on the Mobile Value-Added Services (VAS) 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 (VAS) market covered in Chapter 5:

Optimum Telecom Algeria

Beeline

Mobifone

Mobile Telesystems

Omantel

MTN

DBT Telecom FZE

Vodafone

Numeko Technologies

Ooredoo

Orange

DU United Arab Emirates

Mobily

Airtel

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 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 (VAS) 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 Optimum Telecom Algeria
 - 5.1.1 Optimum Telecom Algeria Company Profile

- 5.1.2 Optimum Telecom Algeria Business Overview
- 5.1.3 Optimum Telecom Algeria Mobile Value-Added Services (VAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
- 5.1.4 Optimum Telecom Algeria Mobile Value-Added Services (VAS) Products Introduction
- 5.2 Beeline
 - 5.2.1 Beeline Company Profile
 - 5.2.2 Beeline Business Overview
 - 5.2.3 Beeline Mobile Value-Added Services (VAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.2.4 Beeline Mobile Value-Added Services (VAS) Products Introduction
- 5.3 Mobifone
 - 5.3.1 Mobifone Company Profile
 - 5.3.2 Mobifone Business Overview
 - 5.3.3 Mobifone Mobile Value-Added Services (VAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.3.4 Mobifone Mobile Value-Added Services (VAS) Products Introduction
- 5.4 Mobile Telesystems
 - 5.4.1 Mobile Telesystems Company Profile
 - 5.4.2 Mobile Telesystems Business Overview
 - 5.4.3 Mobile Telesystems Mobile Value-Added Services (VAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.4.4 Mobile Telesystems Mobile Value-Added Services (VAS) Products Introduction
- 5.5 Omantel
 - 5.5.1 Omantel Company Profile
 - 5.5.2 Omantel Business Overview
 - 5.5.3 Omantel Mobile Value-Added Services (VAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.5.4 Omantel Mobile Value-Added Services (VAS) Products Introduction
- 5.6 MTN
 - 5.6.1 MTN Company Profile
 - 5.6.2 MTN Business Overview
 - 5.6.3 MTN Mobile Value-Added Services (VAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.6.4 MTN Mobile Value-Added Services (VAS) Products Introduction
- 5.7 DBT Telecom FZE
 - 5.7.1 DBT Telecom FZE Company Profile
 - 5.7.2 DBT Telecom FZE Business Overview
 - 5.7.3 DBT Telecom FZE Mobile Value-Added Services (VAS) Sales, Revenue,

Average Selling Price and Gross Margin (2015-2020)

5.7.4 DBT Telecom FZE Mobile Value-Added Services (VAS) Products Introduction

5.8 Vodafone

5.8.1 Vodafone Company Profile

5.8.2 Vodafone Business Overview

5.8.3 Vodafone Mobile Value-Added Services (VAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.8.4 Vodafone Mobile Value-Added Services (VAS) Products Introduction

5.9 Numeko Technologies

5.9.1 Numeko Technologies Company Profile

5.9.2 Numeko Technologies Business Overview

5.9.3 Numeko Technologies Mobile Value-Added Services (VAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.9.4 Numeko Technologies Mobile Value-Added Services (VAS) Products Introduction

5.10 Ooredoo

5.10.1 Ooredoo Company Profile

5.10.2 Ooredoo Business Overview

5.10.3 Ooredoo Mobile Value-Added Services (VAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.10.4 Ooredoo Mobile Value-Added Services (VAS) Products Introduction

5.11 Orange

5.11.1 Orange Company Profile

5.11.2 Orange Business Overview

5.11.3 Orange Mobile Value-Added Services (VAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.11.4 Orange Mobile Value-Added Services (VAS) Products Introduction

5.12 DU United Arab Emirates

5.12.1 DU United Arab Emirates Company Profile

5.12.2 DU United Arab Emirates Business Overview

5.12.3 DU United Arab Emirates Mobile Value-Added Services (VAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.12.4 DU United Arab Emirates Mobile Value-Added Services (VAS) Products Introduction

5.13 Mobily

5.13.1 Mobily Company Profile

5.13.2 Mobily Business Overview

5.13.3 Mobily Mobile Value-Added Services (VAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

- 5.13.4 Mobily Mobile Value-Added Services (VAS) Products Introduction
- 5.14 Airtel
 - 5.14.1 Airtel Company Profile
 - 5.14.2 Airtel Business Overview
 - 5.14.3 Airtel Mobile Value-Added Services (VAS) Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
 - 5.14.4 Airtel Mobile Value-Added Services (VAS) Products Introduction

6 MARKET ANALYSIS AND FORECAST, BY PRODUCT TYPES

- 6.1 Global Mobile Value-Added Services (VAS) Sales, Revenue and Market Share by Types (2015-2020)
 - 6.1.1 Global Mobile Value-Added Services (VAS) Sales and Market Share by Types (2015-2020)
 - 6.1.2 Global Mobile Value-Added Services (VAS) Revenue and Market Share by Types (2015-2020)
 - 6.1.3 Global Mobile Value-Added Services (VAS) Price by Types (2015-2020)
- 6.2 Global Mobile Value-Added Services (VAS) Market Forecast by Types (2020-2025)
 - 6.2.1 Global Mobile Value-Added Services (VAS) Market Forecast Sales and Market Share by Types (2020-2025)
 - 6.2.2 Global Mobile Value-Added Services (VAS) Market Forecast Revenue and Market Share by Types (2020-2025)
- 6.3 Global Mobile Value-Added Services (VAS) Sales, Price and Growth Rate by Types (2015-2020)
 - 6.3.1 Global Mobile Value-Added Services (VAS) Sales, Price and Growth Rate of Short Messaging Service (SMS)
 - 6.3.2 Global Mobile Value-Added Services (VAS) Sales, Price and Growth Rate of Multimedia Messaging Service (MMS)
 - 6.3.3 Global Mobile Value-Added Services (VAS) Sales, Price and Growth Rate of Location Based Services
 - 6.3.4 Global Mobile Value-Added Services (VAS) Sales, Price and Growth Rate of Mobile Email & IM
 - 6.3.5 Global Mobile Value-Added Services (VAS) Sales, Price and Growth Rate of Mobile Money
 - 6.3.6 Global Mobile Value-Added Services (VAS) Sales, Price and Growth Rate of Mobile Advertising
 - 6.3.7 Global Mobile Value-Added Services (VAS) Sales, Price and Growth Rate of Mobile Infotainment
- 6.4 Global Mobile Value-Added Services (VAS) Market Revenue and Sales Forecast,

by Types (2020-2025)

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

6.4.2 Multimedia Messaging Service (MMS) 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 (VAS) Sales, Revenue and Market Share by Applications (2015-2020)

7.1.1 Global Mobile Value-Added Services (VAS) Sales and Market Share by Applications (2015-2020)

7.1.2 Global Mobile Value-Added Services (VAS) Revenue and Market Share by Applications (2015-2020)

7.2 Global Mobile Value-Added Services (VAS) Market Forecast by Applications (2020-2025)

7.2.1 Global Mobile Value-Added Services (VAS) Market Forecast Sales and Market Share by Applications (2020-2025)

7.2.2 Global Mobile Value-Added Services (VAS) 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 (VAS) Revenue, Sales and Growth Rate of BFSI (2015-2020)

7.3.2 Global Mobile Value-Added Services (VAS) Revenue, Sales and Growth Rate of Media and Entertainment (2015-2020)

7.3.3 Global Mobile Value-Added Services (VAS) Revenue, Sales and Growth Rate of Healthcare (2015-2020)

7.3.4 Global Mobile Value-Added Services (VAS) Revenue, Sales and Growth Rate of Education (2015-2020)

7.3.5 Global Mobile Value-Added Services (VAS) Revenue, Sales and Growth Rate of Retail (2015-2020)

7.3.6 Global Mobile Value-Added Services (VAS) Revenue, Sales and Growth Rate of Government (2015-2020)

7.3.7 Global Mobile Value-Added Services (VAS) Revenue, Sales and Growth Rate of

Telecom & IT (2015-2020)

7.3.8 Global Mobile Value-Added Services (VAS) Revenue, Sales and Growth Rate of Others (2015-2020)

7.4 Global Mobile Value-Added Services (VAS) Market Revenue and Sales Forecast, by Applications (2020-2025)

7.4.1 BFSI Market Revenue and Sales Forecast (2020-2025)

7.4.2 Media and Entertainment Market Revenue and Sales Forecast (2020-2025)

7.4.3 Healthcare Market Revenue and Sales Forecast (2020-2025)

7.4.4 Education Market Revenue and Sales Forecast (2020-2025)

7.4.5 Retail Market Revenue and Sales Forecast (2020-2025)

7.4.6 Government Market Revenue and Sales Forecast (2020-2025)

7.4.7 Telecom & IT Market Revenue and Sales Forecast (2020-2025)

7.4.8 Others Market Revenue and Sales Forecast (2020-2025)

8 MARKET ANALYSIS AND FORECAST, BY REGIONS

8.1 Global Mobile Value-Added Services (VAS) Sales by Regions (2015-2020)

8.2 Global Mobile Value-Added Services (VAS) Market Revenue by Regions (2015-2020)

8.3 Global Mobile Value-Added Services (VAS) Market Forecast by Regions (2020-2025)

9 NORTH AMERICA MOBILE VALUE-ADDED SERVICES (VAS) MARKET ANALYSIS

9.1 Market Overview and Prospect Analysis

9.2 North America Mobile Value-Added Services (VAS) Market Sales and Growth Rate (2015-2020)

9.3 North America Mobile Value-Added Services (VAS) Market Revenue and Growth Rate (2015-2020)

9.4 North America Mobile Value-Added Services (VAS) Market Forecast

9.5 The Influence of COVID-19 on North America Market

9.6 North America Mobile Value-Added Services (VAS) Market Analysis by Country

9.6.1 U.S. Mobile Value-Added Services (VAS) Sales and Growth Rate

9.6.2 Canada Mobile Value-Added Services (VAS) Sales and Growth Rate

9.6.3 Mexico Mobile Value-Added Services (VAS) Sales and Growth Rate

10 EUROPE MOBILE VALUE-ADDED SERVICES (VAS) MARKET ANALYSIS

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

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

- 11.1 Market Overview and Prospect Analysis
- 11.2 Asia-Pacific Mobile Value-Added Services (VAS) Market Sales and Growth Rate (2015-2020)
- 11.3 Asia-Pacific Mobile Value-Added Services (VAS) Market Revenue and Growth Rate (2015-2020)
- 11.4 Asia-Pacific Mobile Value-Added Services (VAS) Market Forecast
- 11.5 The Influence of COVID-19 on Asia Pacific Market
- 11.6 Asia-Pacific Mobile Value-Added Services (VAS) Market Analysis by Country
 - 11.6.1 China Mobile Value-Added Services (VAS) Sales and Growth Rate
 - 11.6.2 Japan Mobile Value-Added Services (VAS) Sales and Growth Rate
 - 11.6.3 South Korea Mobile Value-Added Services (VAS) Sales and Growth Rate
 - 11.6.4 Australia Mobile Value-Added Services (VAS) Sales and Growth Rate
 - 11.6.5 India Mobile Value-Added Services (VAS) Sales and Growth Rate

12 SOUTH AMERICA MOBILE VALUE-ADDED SERVICES (VAS) MARKET ANALYSIS

- 12.1 Market Overview and Prospect Analysis
- 12.2 South America Mobile Value-Added Services (VAS) Market Sales and Growth Rate (2015-2020)
- 12.3 South America Mobile Value-Added Services (VAS) Market Revenue and Growth Rate (2015-2020)

- 12.4 South America Mobile Value-Added Services (VAS) Market Forecast
- 12.5 The Influence of COVID-19 on South America Market
- 12.6 South America Mobile Value-Added Services (VAS) Market Analysis by Country
 - 12.6.1 Brazil Mobile Value-Added Services (VAS) Sales and Growth Rate
 - 12.6.2 Argentina Mobile Value-Added Services (VAS) Sales and Growth Rate
 - 12.6.3 Columbia Mobile Value-Added Services (VAS) Sales and Growth Rate

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

- 13.1 Market Overview and Prospect Analysis
- 13.2 Middle East and Africa Mobile Value-Added Services (VAS) Market Sales and Growth Rate (2015-2020)
- 13.3 Middle East and Africa Mobile Value-Added Services (VAS) Market Revenue and Growth Rate (2015-2020)
- 13.4 Middle East and Africa Mobile Value-Added Services (VAS) 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 (VAS) Market Analysis by Country
 - 13.6.1 UAE Mobile Value-Added Services (VAS) Sales and Growth Rate
 - 13.6.2 Egypt Mobile Value-Added Services (VAS) Sales and Growth Rate
 - 13.6.3 South Africa Mobile Value-Added Services (VAS) 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 (VAS) Market Size and Growth Rate 2015-2025

Table Mobile Value-Added Services (VAS) Key Market Segments

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

Figure Global Mobile Value-Added Services (VAS) 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 (VAS)

Table Major Players Revenue in 2019

Figure Major Players Revenue Share in 2019

Table Optimum Telecom Algeria Company Profile

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

Figure Optimum Telecom Algeria Production and Growth Rate

Figure Optimum Telecom Algeria Market Revenue (\$) Market Share 2015-2020

Table Beeline Company Profile

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

Figure Beeline Production and Growth Rate

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

Table Mobifone Company Profile

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

Figure Mobifone Production and Growth Rate

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

Table Mobile Telesystems Company Profile

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

Figure Mobile Telesystems Production and Growth Rate

Figure Mobile Telesystems Market Revenue (\$) Market Share 2015-2020

Table Omantel Company Profile

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

Figure Omantel Production and Growth Rate

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

Table MTN Company Profile

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

Figure MTN Production and Growth Rate

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

Table DBT Telecom FZE Company Profile

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

Figure DBT Telecom FZE Production and Growth Rate

Figure DBT Telecom FZE 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 Numeko Technologies Company Profile

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

Figure Numeko Technologies Production and Growth Rate

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

Table Ooredoo Company Profile

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

Figure Ooredoo Production and Growth Rate

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

Table Orange Company Profile

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

Figure Orange Production and Growth Rate

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

Table DU United Arab Emirates Company Profile

Table DU United Arab Emirates Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure DU United Arab Emirates Production and Growth Rate

Figure DU United Arab Emirates Market Revenue (\$) Market Share 2015-2020

Table Mobily Company Profile

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

Figure Mobily Production and Growth Rate

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

Table Airtel Company Profile

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

Figure Airtel Production and Growth Rate

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

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

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

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

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

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

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

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

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

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

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

Figure Global Short Messaging Service (SMS) Price (2015-2020)

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

Figure Global Multimedia Messaging Service (MMS) 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 (VAS) Market Revenue (\$) and Growth Rate Forecast of Short Messaging Service (SMS) (2020-2025)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table Global Mobile Value-Added Services (VAS) Market Forecast Sales Share by

Applications (2020-2025)

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

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

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

Figure Global BFSI Price (2015-2020)

Figure Global Media and Entertainment Sales and Growth Rate (2015-2020)

Figure Global Media and Entertainment Price (2015-2020)

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

Figure Global Healthcare Price (2015-2020)

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

Figure Global Education Price (2015-2020)

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

Figure Global Retail Price (2015-2020)

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

Figure Global Government Price (2015-2020)

Figure Global Telecom & IT Sales and Growth Rate (2015-2020)

Figure Global Telecom & IT Price (2015-2020)

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

Figure Global Others Price (2015-2020)

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

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

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

Figure Global Mobile Value-Added Services (VAS) Sales and Growth Rate Forecast of Media and Entertainment (2020-2025)

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

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

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

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

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

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

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

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

Figure Global Mobile Value-Added Services (VAS) Market Revenue (\$) and Growth Rate Forecast of Telecom & IT (2020-2025)

Figure Global Mobile Value-Added Services (VAS) Sales and Growth Rate Forecast of Telecom & IT (2020-2025)

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

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

Figure Global Mobile Value-Added Services (VAS) Sales and Growth Rate (2015-2020)

Table Global Mobile Value-Added Services (VAS) Sales by Regions (2015-2020)

Table Global Mobile Value-Added Services (VAS) Sales Market Share by Regions (2015-2020)

Figure Global Mobile Value-Added Services (VAS) Sales Market Share by Regions in 2019

Figure Global Mobile Value-Added Services (VAS) Revenue and Growth Rate (2015-2020)

Table Global Mobile Value-Added Services (VAS) Revenue by Regions (2015-2020)

Table Global Mobile Value-Added Services (VAS) Revenue Market Share by Regions (2015-2020)

Figure Global Mobile Value-Added Services (VAS) Revenue Market Share by Regions in 2019

Table Global Mobile Value-Added Services (VAS) Market Forecast Sales by Regions (2020-2025)

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

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

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

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

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

Figure North America Mobile Value-Added Services (VAS) Market Forecast Sales (2020-2025)

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

Figure North America COVID-19 Status

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

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

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

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

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

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

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

Figure Europe COVID-19 Status

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

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

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

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

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

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

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

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

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

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

Figure Asia Pacific COVID-19 Status

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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