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M Commerce Market by Transactions (M Retailing, M Ticketing/Booking, M Billing, Other M Commerce Services), Payment Modes (NFC, Premium SMS, WAP, Carrier Billing), Users (Smart Devices, Feature Phones) - Worldwide Forecasts & Analysis (2014 - 2019)

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Abstracts

The M Commerce service market is an optimistic market trend mainly because of the growing number of mobile devices and the penetration into newer markets. It helps to connect and perform business transactions between group of people in different regions, different time zones and different business domains. The M Commerce service overcomes the above mentioned barriers and provides a smooth flow of business services at cheaper cost compared to traditional services. M Commerce solution also helps in cross-platform sharing and thus, it helps to reduce the time taken in decision-making process. The M Commerce transaction types include mobile retailing, mobile ticketing/booking, Mobile billing, and other M Commerce services.

In 2014, the M Commerce market of NA accounts for the highest market share in the total M Commerce market. In 2019 as well, NA is expected to be the highest revenue generating segment in the overall M Commerce market.

The Y-o-Y growth rates of LA will be on the higher side among the M Commerce market. The LA will be on the higher side among the M Commerce market throughout the forecast period 2014-2019. Some of the high growth markets are:

APAC Region

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Europe Region.

There are various assumptions that have been taken into consideration for market sizing and forecasting. Few of the global assumptions include political, economic, social, technological and economic factors. For instance, exchange rates, one of the major economic factors, are expected to have a moderate rating of impact on this market. Therefore, the dollar fluctuations are not expected to enormously affect the forecasts in the emerging APAC regions.

The report will help the market leaders or new entrants in this market in the following ways:

1. This report segments the market into applications, covering the market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across the different verticals and regions.
2. This report will help the companies better understand the competitor and gain more insights to enhance its business position. There is a separate section on competitive landscape which includes competitor ecosystem, mergers and acquisition and venture capital funding. Besides, this there is company profiles of 10top players in this market. In this section, market internals are provided that can put the company ahead of the competitors.
3. The report helps them understand the pulse of the market. The report provides information on key market drivers, restraints, challenges, and opportunities.

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About

Due to advancements in mobile technology, there is significant growth in terms of the number of mobile device users. By the use of these mobile devices, there is significant growth in M commerce, which is the mode of transactions conducted via mobile devices. Mobile devices are currently becoming a center of numerous technologies and various applications that are created for customers as well as businesses globally. M commerce is considered as an efficient way of delivering E Commerce to consumers regardless of the time and location. Due to the fundamental characteristics of mobiles such as customization, mobility, and prevalence, M commerce illustrates immense market potential, and high profitability.

There are various M commerce applications available in the market with which one can obtain benefit in a number of ways. Applications such as mobile trading, location maps, news, mobile shopping, and ticketing are widely used by end-users. Presently, a majority of the online stores have their own mobile website or apps for mobile phones, which have demonstrated huge growth, not only in business and sales, but also in the customer base. This report is primarily focused on mobile transaction, which occurs between businesses and customers.

A few of the major key vendors that occupy the M commerce market are Google, Paypal (Ebay), Mastercard, Visa, and IBM. The M commerce research report discusses the strategy and insights of the key vendors in the industry. This research report provides an in-depth study of the driving forces and challenges for the M commerce market. The report also analyzes the global adoption trends and future growth potentials of M commerce applications across different regions. MarketsandMarkets has segmented the M commerce market on the basis of transaction types, payment modes, user types, and geographical regions. The report consists of MarketsandMarkets' views of the key players and analyst insights on various developments that take place in the M commerce market.

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