

# M-Commerce-Asia Pacific Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/M1E299B5F78EN.html>

Date: November 2017

Pages: 155

Price: US\$ 3,480.00 (Single User License)

ID: M1E299B5F78EN

## Abstracts

### Report Summary

M-Commerce-Asia Pacific Market Status and Trend Report 2013-2023 offers a comprehensive analysis on M-Commerce industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole Asia Pacific and Regional Market Size of M-Commerce 2013-2017, and development forecast 2018-2023

Main market players of M-Commerce in Asia Pacific, with company and product introduction, position in the M-Commerce market

Market status and development trend of M-Commerce by types and applications

Cost and profit status of M-Commerce, and marketing status

Market growth drivers and challenges

The report segments the Asia Pacific M-Commerce market as:

Asia Pacific M-Commerce Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023)

China

Japan

Korea

India

Southeast Asia

## Australia

Asia Pacific M-Commerce Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Wireless Application Protocol

Near Field Communication

Direct Carrier Billing

Premium SMS

Asia Pacific M-Commerce Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

M-billing

M-retailing

M-ticketing/booking

Others

Asia Pacific M-Commerce Market: Players Segment Analysis (Company and Product introduction, M-Commerce Sales Volume, Revenue, Price and Gross Margin):

Walmart Inc

Sears Holdings Corp

Microsoft Corp

Target Corp

Costco Wholesale Corp

Apple Inc

Barnes & Noble Inc

Office Depot Inc

Alibaba Group Holding Ltd

Softcard

Google Inc

J. C. Penney

Liberty Interactive

GameStop

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

## Contents

### **CHAPTER 1 OVERVIEW OF M-COMMERCE**

- 1.1 Definition of M-Commerce in This Report
- 1.2 Commercial Types of M-Commerce
  - 1.2.1 Wireless Application Protocol
  - 1.2.2 Near Field Communication
  - 1.2.3 Direct Carrier Billing
  - 1.2.4 Premium SMS
- 1.3 Downstream Application of M-Commerce
  - 1.3.1 M-billing
  - 1.3.2 M-retailing
  - 1.3.3 M-ticketing/booking
  - 1.3.4 Others
- 1.4 Development History of M-Commerce
- 1.5 Market Status and Trend of M-Commerce 2013-2023
  - 1.5.1 Asia Pacific M-Commerce Market Status and Trend 2013-2023
  - 1.5.2 Regional M-Commerce Market Status and Trend 2013-2023

### **CHAPTER 2 ASIA PACIFIC MARKET STATUS AND FORECAST BY REGIONS**

- 2.1 Market Status of M-Commerce in Asia Pacific 2013-2017
- 2.2 Consumption Market of M-Commerce in Asia Pacific by Regions
  - 2.2.1 Consumption Volume of M-Commerce in Asia Pacific by Regions
  - 2.2.2 Revenue of M-Commerce in Asia Pacific by Regions
- 2.3 Market Analysis of M-Commerce in Asia Pacific by Regions
  - 2.3.1 Market Analysis of M-Commerce in China 2013-2017
  - 2.3.2 Market Analysis of M-Commerce in Japan 2013-2017
  - 2.3.3 Market Analysis of M-Commerce in Korea 2013-2017
  - 2.3.4 Market Analysis of M-Commerce in India 2013-2017
  - 2.3.5 Market Analysis of M-Commerce in Southeast Asia 2013-2017
  - 2.3.6 Market Analysis of M-Commerce in Australia 2013-2017
- 2.4 Market Development Forecast of M-Commerce in Asia Pacific 2018-2023
  - 2.4.1 Market Development Forecast of M-Commerce in Asia Pacific 2018-2023
  - 2.4.2 Market Development Forecast of M-Commerce by Regions 2018-2023

### **CHAPTER 3 ASIA PACIFIC MARKET STATUS AND FORECAST BY TYPES**

- 3.1 Whole Asia Pacific Market Status by Types
  - 3.1.1 Consumption Volume of M-Commerce in Asia Pacific by Types
  - 3.1.2 Revenue of M-Commerce in Asia Pacific by Types
- 3.2 Asia Pacific Market Status by Types in Major Countries
  - 3.2.1 Market Status by Types in China
  - 3.2.2 Market Status by Types in Japan
  - 3.2.3 Market Status by Types in Korea
  - 3.2.4 Market Status by Types in India
  - 3.2.5 Market Status by Types in Southeast Asia
  - 3.2.6 Market Status by Types in Australia
- 3.3 Market Forecast of M-Commerce in Asia Pacific by Types

## **CHAPTER 4 ASIA PACIFIC MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

- 4.1 Demand Volume of M-Commerce in Asia Pacific by Downstream Industry
- 4.2 Demand Volume of M-Commerce by Downstream Industry in Major Countries
  - 4.2.1 Demand Volume of M-Commerce by Downstream Industry in China
  - 4.2.2 Demand Volume of M-Commerce by Downstream Industry in Japan
  - 4.2.3 Demand Volume of M-Commerce by Downstream Industry in Korea
  - 4.2.4 Demand Volume of M-Commerce by Downstream Industry in India
  - 4.2.5 Demand Volume of M-Commerce by Downstream Industry in Southeast Asia
  - 4.2.6 Demand Volume of M-Commerce by Downstream Industry in Australia
- 4.3 Market Forecast of M-Commerce in Asia Pacific by Downstream Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF M-COMMERCE**

- 5.1 Asia Pacific Economy Situation and Trend Overview
- 5.2 M-Commerce Downstream Industry Situation and Trend Overview

## **CHAPTER 6 M-COMMERCE MARKET COMPETITION STATUS BY MAJOR PLAYERS IN ASIA PACIFIC**

- 6.1 Sales Volume of M-Commerce in Asia Pacific by Major Players
- 6.2 Revenue of M-Commerce in Asia Pacific by Major Players
- 6.3 Basic Information of M-Commerce by Major Players
  - 6.3.1 Headquarters Location and Established Time of M-Commerce Major Players
  - 6.3.2 Employees and Revenue Level of M-Commerce Major Players
- 6.4 Market Competition News and Trend

- 6.4.1 Merger, Consolidation or Acquisition News
- 6.4.2 Investment or Disinvestment News
- 6.4.3 New Product Development and Launch

## **CHAPTER 7 M-COMMERCE MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

### 7.1 Walmart Inc

- 7.1.1 Company profile
- 7.1.2 Representative M-Commerce Product
- 7.1.3 M-Commerce Sales, Revenue, Price and Gross Margin of Walmart Inc

### 7.2 Sears Holdings Corp

- 7.2.1 Company profile
- 7.2.2 Representative M-Commerce Product
- 7.2.3 M-Commerce Sales, Revenue, Price and Gross Margin of Sears Holdings Corp

### 7.3 Microsoft Corp

- 7.3.1 Company profile
- 7.3.2 Representative M-Commerce Product
- 7.3.3 M-Commerce Sales, Revenue, Price and Gross Margin of Microsoft Corp

### 7.4 Target Corp

- 7.4.1 Company profile
- 7.4.2 Representative M-Commerce Product
- 7.4.3 M-Commerce Sales, Revenue, Price and Gross Margin of Target Corp

### 7.5 Costco Wholesale Corp

- 7.5.1 Company profile
- 7.5.2 Representative M-Commerce Product
- 7.5.3 M-Commerce Sales, Revenue, Price and Gross Margin of Costco Wholesale Corp

### Corp

### 7.6 Apple Inc

- 7.6.1 Company profile
- 7.6.2 Representative M-Commerce Product
- 7.6.3 M-Commerce Sales, Revenue, Price and Gross Margin of Apple Inc

### 7.7 Barnes & Noble Inc

- 7.7.1 Company profile
- 7.7.2 Representative M-Commerce Product
- 7.7.3 M-Commerce Sales, Revenue, Price and Gross Margin of Barnes & Noble Inc

### 7.8 Office Depot Inc

- 7.8.1 Company profile
- 7.8.2 Representative M-Commerce Product

- 7.8.3 M-Commerce Sales, Revenue, Price and Gross Margin of Office Depot Inc
- 7.9 Alibaba Group Holding Ltd
  - 7.9.1 Company profile
  - 7.9.2 Representative M-Commerce Product
  - 7.9.3 M-Commerce Sales, Revenue, Price and Gross Margin of Alibaba Group Holding Ltd
- 7.10 Softcard
  - 7.10.1 Company profile
  - 7.10.2 Representative M-Commerce Product
  - 7.10.3 M-Commerce Sales, Revenue, Price and Gross Margin of Softcard
- 7.11 Google Inc
  - 7.11.1 Company profile
  - 7.11.2 Representative M-Commerce Product
  - 7.11.3 M-Commerce Sales, Revenue, Price and Gross Margin of Google Inc
- 7.12 J. C. Penney
  - 7.12.1 Company profile
  - 7.12.2 Representative M-Commerce Product
  - 7.12.3 M-Commerce Sales, Revenue, Price and Gross Margin of J. C. Penney
- 7.13 Liberty Interactive
  - 7.13.1 Company profile
  - 7.13.2 Representative M-Commerce Product
  - 7.13.3 M-Commerce Sales, Revenue, Price and Gross Margin of Liberty Interactive
- 7.14 GameStop
  - 7.14.1 Company profile
  - 7.14.2 Representative M-Commerce Product
  - 7.14.3 M-Commerce Sales, Revenue, Price and Gross Margin of GameStop

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF M-COMMERCE**

- 8.1 Industry Chain of M-Commerce
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF M-COMMERCE**

- 9.1 Cost Structure Analysis of M-Commerce
- 9.2 Raw Materials Cost Analysis of M-Commerce
- 9.3 Labor Cost Analysis of M-Commerce

## 9.4 Manufacturing Expenses Analysis of M-Commerce

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF M-COMMERCE**

### 10.1 Marketing Channel

#### 10.1.1 Direct Marketing

#### 10.1.2 Indirect Marketing

#### 10.1.3 Marketing Channel Development Trend

### 10.2 Market Positioning

#### 10.2.1 Pricing Strategy

#### 10.2.2 Brand Strategy

#### 10.2.3 Target Client

### 10.3 Distributors/Traders List

## **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

### 12.1 Methodology/Research Approach

#### 12.1.1 Research Programs/Design

#### 12.1.2 Market Size Estimation

#### 12.1.3 Market Breakdown and Data Triangulation

### 12.2 Data Source

#### 12.2.1 Secondary Sources

#### 12.2.2 Primary Sources

### 12.3 Reference

## I would like to order

Product name: M-Commerce-Asia Pacific Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/M1E299B5F78EN.html>

Price: US\$ 3,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M1E299B5F78EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970