

Global Mobile Marketing Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014-2025

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Abstracts

Mobile marketing refers to marketing using a mobile device, such as a smartphone. It involves promotion of products and services for devices, networks, and smartphones. Mobile marketing is almost similar to electronic advertising and makes use of graphics, text and voice messages. Mobile marketing allows customers to access products and services easily.

Based on solutions, the market is divided into SMS, QR codes, MMS, Mobile applications, in-app messages, and location-based marketing. According to end-user, it is categorized into small-scale enterprise and large-scale enterprise. By industry vertical, the market is segmented into aerospace and defense, automotive, higher education and research, retail and consumer goods, healthcare, banking, and others. Geographic breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

MARKET DYNAMICS:

Drivers:

Increasing usage of smartphones and increasing in number of tablet computers

Development of mobile banking and payment systems

Restraints:

Privacy concerns and lack of trust among consumers

Opportunities:

Ease and convenience of usage

Cost-effectiveness

MARKET PLAYERS:

The top players in the global mobile marketing market include Adobe Systems, AT&T, Vibes Media, IBM, SAP SE, Oracle Corporation, Eyebridge Soft Solutions Pvt. Ltd., WASP Mobile, Velti Plc, and Cisco Systems.

KEY TAKEAWAYS

MARKET LANDSCAPE

By Solution

SMS

QR CODES

MMS

Mobile Applications

In app messages

Location based marketing

By Industry Vertical

Aerospace and defense

Automotive

Higher Education and Research

Retail and consumer goods

Healthcare

Banking

Others

By End-User

Small Scale Enterprise

Large Scale Enterprise

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

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Rest of LAMEA

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