

# China Mobile Value-Added Services Industry Market Analysis & Forecast 2018-2023

<https://marketpublishers.com/r/C7DCBF4C42BEN.html>

Date: June 2018

Pages: 123

Price: US\$ 3,120.00 (Single User License)

ID: C7DCBF4C42BEN

## Abstracts

In the China Mobile Value-Added Services Industry Market Analysis & Forecast 2018-2023, the revenue is valued at USD XX million in 2017 and is expected to reach USD XX million by the end of 2023, growing at a CAGR of XX% between 2018 and 2023. The production is estimated at XX million in 2017 and is forecasted to reach XX million by the end of 2023, growing at a CAGR of XX% between 2018 and 2023.

It covers Regional Segment Analysis, Type, Application, Major Manufactures, Industry Chain Analysis, Competitive Insights and Macroeconomic Analysis.

The Major players reported in the market include:

America Movil

Apple

Comviva Technologies

Google

AT&T

Blackberry

CanvasM Technologies

KongZhong, Near (AdNear)

Nokia

China Mobile Value-Added Services Market: Product Segment Analysis

Mobile internet services

Mobile messaging services

Type 3

China Mobile Value-Added Services Market: Application Segment Analysis

SMS  
MMS  
Others

### **Reasons for Buying this Report**

This report provides pin-point analysis for changing competitive dynamics

It provides a forward looking perspective on different factors driving or restraining market growth

It provides a six-year forecast assessed on the basis of how the market is predicted to grow

It helps in understanding the key product segments and their future

It provides pin point analysis of changing competition dynamics and keeps you ahead of competitors

It helps in making informed business decisions by having complete insights of market and by making in-depth analysis of market segments

## Contents

### China Mobile Value-Added Services Industry Market Analysis & Forecast 2018-2023

#### **CHAPTER 1 MOBILE VALUE-ADDED SERVICES MARKET OVERVIEW**

- 1.1 Product Overview and Scope of Mobile Value-Added Services
- 1.2 Mobile Value-Added Services Market Segmentation by Type
  - 1.2.1 China Production Market Share of Mobile Value-Added Services by Mobile internet servicesn 2017
  - 1.2.1 Mobile internet services
  - 1.2.2 Mobile messaging services
  - 1.2.3 Type
- 1.3 Mobile Value-Added Services Market Segmentation by Application
  - 1.3.1 Mobile Value-Added Services Consumption Market Share by Application in 2017
  - 1.3.2 SMS
  - 1.3.3 MMS
  - 1.3.4 Others
- 1.4 China Market Size Sales (Value) and Revenue (Volume) of Mobile Value-Added Services (2013-2023)

#### **CHAPTER 2 CHINA ECONOMIC IMPACT ON MOBILE VALUE-ADDED SERVICES INDUSTRY**

- 2.1 China Macroeconomic Environment Analysis
  - 2.1.1 China Macroeconomic Analysis
  - 2.1.2 China Macroeconomic Environment Development Trend
- 2.2 Effects to Mobile Value-Added Services Industry

#### **CHAPTER 3 CHINA MOBILE VALUE-ADDED SERVICES MARKET COMPETITION BY MANUFACTURERS**

- 3.1 China Mobile Value-Added Services Production and Share by Manufacturers (2016 and 2017)
- 3.2 China Mobile Value-Added Services Revenue and Share by Manufacturers (2016 and 2017)
- 3.3 China Mobile Value-Added Services Average Price by Manufacturers (2016 and 2017)
- 3.4 Manufacturers Mobile Value-Added Services Manufacturing Base Distribution,

## Production Area and Product Type

### 3.5 Mobile Value-Added Services Market Competitive Situation and Trends

#### 3.5.1 Mobile Value-Added Services Market Concentration Rate

#### 3.5.2 Mobile Value-Added Services Market Share of Top 3 and Top 5 Manufacturers

#### 3.5.3 Mergers & Acquisitions, Expansion

## **CHAPTER 4 CHINA MOBILE VALUE-ADDED SERVICES CAPACITY, PRODUCTION, REVENUE, CONSUMPTION, EXPORT AND IMPORT (2013-2018)**

### 4.1 China Mobile Value-Added Services Capacity, Production and Growth (2013-2018)

### 4.2 China Mobile Value-Added Services Revenue and Growth (2013-2018)

### 4.3 China Mobile Value-Added Services Production, Consumption, Export and Import (2013-2018)

## **CHAPTER 5 CHINA MOBILE VALUE-ADDED SERVICES PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE**

### 5.1 China Mobile Value-Added Services Production and Market Share by Type (2013-2018)

### 5.2 China Mobile Value-Added Services Revenue and Market Share by Type (2013-2018)

### 5.3 China Mobile Value-Added Services Price by Type (2013-2018)

### 5.4 China Mobile Value-Added Services Production Growth by Type (2013-2018)

## **CHAPTER 6 CHINA MOBILE VALUE-ADDED SERVICES MARKET ANALYSIS BY APPLICATION**

### 6.1 China Mobile Value-Added Services Consumption and Market Share by Application (2013-2018)

### 6.2 China Mobile Value-Added Services Consumption Growth Rate by Application (2013-2018)

### 6.3 Market Drivers and Opportunities

#### 6.3.1 Potential Applications

#### 6.3.2 Emerging Markets/Countries

## **CHAPTER 7 CHINA MOBILE VALUE-ADDED SERVICES MANUFACTURERS ANALYSIS**

### 7.1 America Movil

- 7.1.1 Company Basic Information, Manufacturing Base and Competitors
- 7.1.2 Product Type, Application and Specification
- 7.1.3 Production, Revenue, Price and Gross Margin (2013-2018)
- 7.1.4 Business Overview
- 7.2 Apple
  - 7.2.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.2.2 Product Type, Application and Specification
  - 7.2.3 Production, Revenue, Price and Gross Margin (2013-2018)
  - 7.2.4 Business Overview
- 7.3 Comviva Technologies
  - 7.3.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.3.2 Product Type, Application and Specification
  - 7.3.3 Production, Revenue, Price and Gross Margin (2013-2018)
  - 7.3.4 Business Overview
- 7.4 Google
  - 7.4.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.4.2 Product Type, Application and Specification
  - 7.4.3 Production, Revenue, Price and Gross Margin (2013-2018)
  - 7.4.4 Business Overview
- 7.5 AT&T
  - 7.5.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.5.2 Product Type, Application and Specification
  - 7.5.3 Production, Revenue, Price and Gross Margin (2013-2018)
  - 7.5.4 Business Overview
- 7.6 Blackberry
  - 7.6.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.6.2 Product Type, Application and Specification
  - 7.6.3 Production, Revenue, Price and Gross Margin (2013-2018)
  - 7.6.4 Business Overview
- 7.7 CanvasM Technologies
  - 7.7.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.7.2 Product Type, Application and Specification
  - 7.7.3 Production, Revenue, Price and Gross Margin (2013-2018)
  - 7.7.4 Business Overview
- 7.8 KongZhong, Near (AdNear)
  - 7.8.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.8.2 Product Type, Application and Specification
  - 7.8.3 Production, Revenue, Price and Gross Margin (2013-2018)
  - 7.8.4 Business Overview

## 7.9 Nokia

7.9.1 Company Basic Information, Manufacturing Base and Competitors

7.9.2 Product Type, Application and Specification

7.9.3 Production, Revenue, Price and Gross Margin (2013-2018)

7.9.4 Business Overview

## **CHAPTER 8 MOBILE VALUE-ADDED SERVICES MANUFACTURING COST ANALYSIS**

### 8.1 Mobile Value-Added Services Key Raw Materials Analysis

8.1.1 Key Raw Materials

8.1.2 Price Trend of Key Raw Materials

8.1.3 Key Suppliers of Raw Materials

8.1.4 Market Concentration Rate of Raw Materials

### 8.2 Proportion of Manufacturing Cost Structure

8.2.1 Raw Materials

8.2.2 Labor Cost

8.2.3 Manufacturing Expenses

### 8.3 Manufacturing Process Analysis of Mobile Value-Added Services

## **CHAPTER 9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

### 9.1 Mobile Value-Added Services Industrial Chain Analysis

### 9.2 Upstream Raw Materials Sourcing

### 9.3 Raw Materials Sources of Mobile Value-Added Services Major Manufacturers in 2016

### 9.4 Downstream Buyers

## **CHAPTER 10 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

### 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 MARKET EFFECT FACTORS ANALYSIS**

### 11.1 Technology Progress/Risk

#### 11.1.1 Substitutes Threat

#### 11.1.2 Technology Progress in Related Industry

### 11.2 Consumer Needs/Customer Preference Change

### 11.3 Economic/Political Environmental Change

## **CHAPTER 12 CHINA MOBILE VALUE-ADDED SERVICES MARKET FORECAST (2018-2023)**

### 12.1 China Mobile Value-Added Services Production, Revenue Forecast (2018-2023)

### 12.2 China Mobile Value-Added Services Production, Consumption Forecast by Regions (2018-2023)

### 12.3 China Mobile Value-Added Services Production Forecast by Type (2018-2023)

### 12.4 China Mobile Value-Added Services Consumption Forecast by Application (2018-2023)

### 12.5 Mobile Value-Added Services Price Forecast (2018-2023)

## **CHAPTER 13 APPENDIX**

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Mobile Value-Added Services

Figure China Production Market Share of Mobile Value-Added Services by Mobile internet servicesn 2017

Table Mobile Value-Added Services Consumption Market Share by Application in 2017

Figure China Mobile Value-Added Services Revenue (Million USD) and Growth Rate (2013-2023)

Table China Mobile Value-Added Services Capacity of Key Manufacturers (2016 and 2017)

Table China Mobile Value-Added Services Capacity Market Share of Key Manufacturers (2016 and 2017)

Figure China Mobile Value-Added Services Capacity of Key Manufacturers in 2016

Figure China Mobile Value-Added Services Capacity of Key Manufacturers in 2017

Table China Mobile Value-Added Services Production of Key Manufacturers (2016 and 2017)

Table China Mobile Value-Added Services Production Share by Manufacturers (2016 and 2017)

Figure 2015 Mobile Value-Added Services Production Share by Manufacturers

Figure 2016 Mobile Value-Added Services Production Share by Manufacturers

Table China Mobile Value-Added Services Revenue (Million USD) by Manufacturers (2016 and 2017)

Table China Mobile Value-Added Services Revenue Share by Manufacturers (2016 and 2017)

Table 2015 China Mobile Value-Added Services Revenue Share by Manufacturers

Table 2016 China Mobile Value-Added Services Revenue Share by Manufacturers

Table China Market Mobile Value-Added Services Average Price of Key Manufacturers (2016 and 2017)

Figure China Market Mobile Value-Added Services Average Price of Key Manufacturers in 2016

Table Manufacturers Mobile Value-Added Services Manufacturing Base Distribution and Sales Area

Table Manufacturers Mobile Value-Added Services Product Type

Figure Mobile Value-Added Services Market Share of Top 3 Manufacturers

Figure Mobile Value-Added Services Market Share of Top 5 Manufacturers

Table Church & Dwight Basic Information, Manufacturing Base, Sales Area and Its Competitors



Table Church & Dwight Mobile Value-Added Services Capacity, Production, Revenue, Price and Gross Margin (2013-2018)

Figure Church & Dwight Mobile Value-Added Services Market Share (2013-2018)

Table America Movil Basic Information, Manufacturing Base, Production Area and Its Competitors

Table America Movil Mobile Value-Added Services Production, Revenue, Price and Gross Margin (2013-2018)

Table America Movil Mobile Value-Added Services Market Share (2013-2018)

Table Apple Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Apple Mobile Value-Added Services Production, Revenue, Price and Gross Margin (2013-2018)

Table Apple Mobile Value-Added Services Market Share (2013-2018)

Table Comviva Technologies Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Comviva Technologies Mobile Value-Added Services Production, Revenue, Price and Gross Margin (2013-2018)

Table Comviva Technologies Mobile Value-Added Services Market Share (2013-2018)

Table Google Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Google Mobile Value-Added Services Production, Revenue, Price and Gross Margin (2013-2018)

Table Google Mobile Value-Added Services Market Share (2013-2018)

Table AT&T Basic Information, Manufacturing Base, Production Area and Its Competitors

Table AT&T Mobile Value-Added Services Production, Revenue, Price and Gross Margin (2013-2018)

Table AT&T Mobile Value-Added Services Market Share (2013-2018)

Table Blackberry Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Blackberry Mobile Value-Added Services Production, Revenue, Price and Gross Margin (2013-2018)

Table Blackberry Mobile Value-Added Services Market Share (2013-2018)

Table CanvasM Technologies Basic Information, Manufacturing Base, Production Area and Its Competitors

Table CanvasM Technologies Mobile Value-Added Services Production, Revenue, Price and Gross Margin (2013-2018)

Table CanvasM Technologies Mobile Value-Added Services Market Share (2013-2018)

Table KongZhong, Near (AdNear) Basic Information, Manufacturing Base, Production

## Area and Its Competitors

Table KongZhong, Near (AdNear) Mobile Value-Added Services Production, Revenue, Price and Gross Margin (2013-2018)

Table KongZhong, Near (AdNear) Mobile Value-Added Services Market Share (2013-2018)

Table Nokia Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Nokia Mobile Value-Added Services Production, Revenue, Price and Gross Margin (2013-2018)

Table Nokia Mobile Value-Added Services Market Share (2013-2018)

Figure Production Revenue Share of Mobile Value-Added Services by Type (2013-2018)

Figure 2015 Revenue Market Share of Mobile Value-Added Services by Type

Table China Mobile Value-Added Services Price by Type (2013-2018)

Figure China Mobile Value-Added Services Production Growth by Type (2013-2018)

Table China Mobile Value-Added Services Consumption by Application (2013-2018)

Table China Mobile Value-Added Services Consumption Market Share by Application (2013-2018)

Figure China Mobile Value-Added Services Consumption Market Share by Application in 2016

Table China Mobile Value-Added Services Consumption Growth Rate by Application (2013-2018)

Figure China Mobile Value-Added Services Consumption Growth Rate by Application (2013-2018)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Mobile Value-Added Services

Figure Manufacturing Process Analysis of Mobile Value-Added Services

Figure Mobile Value-Added Services Industrial Chain Analysis

Table Raw Materials Sources of Mobile Value-Added Services Major Manufacturers in 2016

Table Major Buyers of Mobile Value-Added Services

Table Distributors/Traders List

Figure China Mobile Value-Added Services Capacity, Production and Growth Rate Forecast (2018-2023)

Figure China Mobile Value-Added Services Revenue and Growth Rate Forecast (2018-2023)

Table China Mobile Value-Added Services Production, Import, Export and Consumption

Forecast (2018-2023)

Table China Mobile Value-Added Services Production Forecast by Type (2018-2023)

Table China Mobile Value-Added Services Consumption Forecast by Application  
(2018-2023)

## **COMPANIES MENTIONED**

America Movil Apple Comviva Technologies Google AT&T Blackberry CanvasM  
Technologies KongZhong, Near (AdNear) Nokia

## I would like to order

Product name: China Mobile Value-Added Services Industry Market Analysis & Forecast 2018-2023

Product link: <https://marketpublishers.com/r/C7DCBF4C42BEN.html>

Price: US\$ 3,120.00 (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/C7DCBF4C42BEN.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