Mobile Value-Added Services Market Forecasts to 2034 – Global Analysis By Service Type (Short Message Services (SMS), Multimedia Messaging Services (MMS), Mobile Email and IM, Mobile Money, Mobile Advertising, Mobile Entertainment, Mobile Information Services, Location-Based Services, and Other Service Types), Solution, End User, Industry Vertical, and By Geography

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Abstracts

According to Stratistics MRC, the Global Mobile Value-Added Services Market is accounted for $1167.5 billion in 2026 and is expected to reach $3307.3 billion by 2034 growing at a CAGR of 13.9% during the forecast period. Mobile Value-Added Services (VAS) refer to non-core services offered by mobile network operators beyond standard voice calls and messaging, including content delivery, mobile money, entertainment, advertising, information services, and location-based services. These services enhance the mobile user experience, generate additional revenue streams for operators, and enable diverse applications across consumer and enterprise segments. The market encompasses Short Message Services (SMS), Multimedia Messaging Services (MMS), mobile email and instant messaging, mobile money, mobile advertising, mobile entertainment, mobile information services, location-based services, and other service types, supported by solutions including content delivery, billing and payment, customer relationship management, and analytics. As mobile penetration increases and smartphones become ubiquitous, demand for value-added services continues growing globally.

Market Dynamics:

Driver:

Increasing smartphone penetration and mobile internet adoption

The rapid growth of smartphone adoption and mobile internet connectivity is a primary driver for the mobile VAS market. As consumers transition from feature phones to smartphones and 3G/4G/5G networks expand, access to data-intensive services including mobile entertainment, information services, and mobile commerce becomes more widespread. Increasing mobile internet usage creates demand for rich content, personalized services, and interactive applications. The expansion of mobile broadband networks, particularly in emerging markets, enables service providers to offer advanced VAS to previously underserved populations. As smartphone penetration continues rising globally, the addressable market for mobile VAS expands significantly, driving sustained service adoption and revenue growth.

Restraint:

Regulatory challenges and data privacy concerns

Stringent regulations and growing data privacy concerns represent significant restraints for the mobile VAS market. Regulations including GDPR and various data protection laws impose strict requirements on data collection, processing, and storage, affecting location-based services, mobile advertising, and analytics solutions. Regulatory restrictions on premium SMS and value-added billing in some regions limit revenue models. Consumer awareness of data privacy and concerns about personal information usage may reduce willingness to adopt certain VAS, particularly location-based and advertising services. Compliance with evolving regulatory frameworks requires continuous adaptation, increasing operational costs and complexity for service providers.

Opportunity:

Growth of mobile commerce and digital payments

The rapid expansion of mobile commerce and digital payment ecosystems presents significant opportunities for mobile VAS market growth. Mobile money services provide financial inclusion to unbanked populations in developing regions, creating substantial VAS adoption. Integration of payment capabilities with other services including

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entertainment, content delivery, and information services creates converged offerings. Mobile wallets and peer-to-peer payment platforms are expanding service portfolios. As digital economies grow and cashless transactions become more prevalent, mobile payment VAS offers substantial growth potential, particularly in emerging markets with limited traditional banking infrastructure.

Threat:

Competition from over-the-top (OTT) service providers

Dominant OTT service providers pose significant threats to traditional mobile VAS offerings. OTT messaging apps have largely replaced operator SMS and MMS for person-to-person communication in many markets. Streaming services compete with operator entertainment offerings. OTT platforms offer similar or superior functionality without carrier dependence, often at lower cost. Consumer preference for OTT services, driven by feature richness, cross-platform availability, and innovation pace, challenges operator VAS market share. This competition pressures operator VAS revenue models and requires continuous service differentiation and partnership strategies to maintain market position.

Covid-19 Impact:

The COVID-19 pandemic accelerated mobile VAS adoption across multiple segments. Lockdowns and social distancing increased mobile device usage for communication, entertainment, information, and digital payments. Mobile money services experienced significant transaction volume growth as consumers sought contactless payment solutions. Mobile entertainment consumption surged with increased at-home content consumption. Mobile health information services gained prominence. Remote work and digital services adoption expanded during the crisis. Post-pandemic, elevated digital engagement has sustained, with mobile VAS usage patterns permanently shifted toward increased reliance on digital services.

The Mobile Money segment is expected to be the largest during the forecast period

The Mobile Money segment is expected to account for the largest market share during the forecast period, driven by accelerating financial inclusion, particularly in developing regions where traditional banking infrastructure is limited. Mobile money enables users to store, send, and receive funds via mobile devices, providing essential financial services to unbanked populations. The segment benefits from strong growth across regions including Africa, South Asia, and Southeast Asia. Expanding ecosystem partnerships with merchants, billers, and financial institutions increase utility and adoption. As digital payments become mainstream globally and mobile money ecosystems continue expanding, this segment maintains its dominant market position throughout the forecast period.

The Billing and Payment segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Billing and Payment segment is predicted to witness the highest growth rate, fueled by increasing mobile commerce adoption, expanding digital payment ecosystems, and growing demand for seamless transaction experiences. Billing and payment solutions enable secure, convenient transactions for mobile services including content purchases, subscriptions, and mobile commerce. Integration with mobile money and digital wallets expands payment options. Innovations including carrier billing and frictionless payment experiences drive adoption. As mobile payment volumes continue growing and consumer preference for digital transactions increases, billing and payment solutions deliver the fastest market growth among solution segments.

Region with largest share:

During the forecast period, the Asia-Pacific region is expected to hold the largest market share, supported by massive mobile subscriber populations, high smartphone adoption, and significant VAS consumption across countries including China, India, Indonesia, and Japan. The region's large population and expanding middle class create substantial demand for mobile services. Mobile money adoption is significant in South and Southeast Asia. Strong content consumption including mobile entertainment and information services drives service adoption. Government digital inclusion initiatives support VAS expansion. With the largest mobile subscriber base and diverse service adoption, Asia Pacific maintains its dominant market position throughout the forecast period.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by rapid mobile subscriber growth, expanding smartphone adoption, and increasing digital service consumption in emerging economies. Countries including India, Indonesia, Vietnam, and Philippines are experiencing significant mobile internet adoption and VAS usage growth. Expanding mobile money and digital payment ecosystems create new service opportunities. Rising content consumption and mobile commerce adoption support service expansion. As mobile penetration deepens and digital engagement increases, Asia Pacific delivers the fastest mobile VAS market growth globally.

Key players in the market

Some of the key players in Mobile Value-Added Services Market include Amdocs Limited, Comviva Technologies Limited, Huawei Technologies Co. Ltd., Comfone AG, Mahindra Comviva, Cisco Systems Inc., Openwave Mobility Inc., Nokia Corporation, ZTE Corporation, Infobip Ltd., Twilio Inc., Route Mobile Limited, Sinch AB, Monty Mobile, AMD Telecom S.A., BICS SA, Tata Communications Limited, and Netcracker Technology Corporation.

Key Developments:

In June 2026, Amdocs expanded its automated 'Store Genie' MVAS application layer to PLDT Home, utilizing agentic AI architecture to directly scale customer service, product cross-selling, and in-app entertainment bundles.

In February 2026, Proximus Global partnered with fintech vendor Vilja to roll out embedded, WhatsApp-native financial value-added services specifically designed for emerging tier-2 digital banks across Southeast Asia.

In January 2026, Infobip deployed its specialized AgentOS platform globally, enabling mobile operators and consumer brands to embed autonomous AI agents within Rich Communication Services (RCS) and WhatsApp to drive native product discovery, interactive marketing, and in-channel payments.

Service Types Covered:

- Short Message Services (SMS)
- Multimedia Messaging Services (MMS)
- Mobile Email and IM
- Mobile Money

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Mobile Advertising

Mobile Entertainment

Mobile Information Services

Location-Based Services

Other Service Types

Solutions Covered:

Content Delivery

Billing and Payment

Customer Relationship Management

Analytics

Other Solutions

End Users Covered:

Consumers

Enterprises

Industry Verticals Covered:

BFSI

Retail

Healthcare

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- Media and Entertainment
- IT and Telecommunications
- Government
- Travel and Hospitality
- Other Industry Verticals

Regions Covered:

- North America
    - United States
    - Canada
    - Mexico
- Europe
    - United Kingdom
    - Germany
    - France
    - Italy
    - Spain
    - Netherlands
    - Belgium
    - Sweden

- Switzerland
- Poland
- Rest of Europe

Asia Pacific

- China
- Japan
- India
- South Korea
- Australia
- Indonesia
- Thailand
- Malaysia
- Singapore
- Vietnam
- Rest of Asia Pacific

South America

- Brazil
- Argentina
- Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

- Company Profiling
    - Comprehensive profiling of additional market players (up to 3)
    - SWOT Analysis of key players (up to 3)
- Regional Segmentation
    - Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)
- Competitive Benchmarking
    - Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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