

Mobile Marketing Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Component (Platform and Services), By Channel (Messaging, Push Notifications, Mobile Emails, Quick Response (QR) Code, and Others), By Organization Size (SMEs and Large Enterprise), By Vertical (Retail and E-Commerce, Travel & Logistics, Automotive, BFSI, Telecom & IT, and Others) By Region & Competition, 2021-2031F

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Abstracts

The Global Mobile Marketing Market will grow from USD 20.29 Billion in 2025 to USD 53.28 Billion by 2031 at a 17.46% CAGR. Mobile marketing is defined as a multi-channel digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and other mobile devices through channels such as websites, email, SMS, social media, and mobile applications.

Key Market Drivers

The integration of artificial intelligence and machine learning serves as a primary catalyst for the industry, enabling hyper-personalization that was previously unattainable. Marketers leverage these technologies to analyze real-time user data, predicting consumer intent to deliver tailored messages across mobile interfaces.

Key Market Challenges

The enforcement of stringent data privacy regulations and the deprecation of third-party

cookies represent a formidable obstacle to the growth of the Global Mobile Marketing Market. This regulatory tightening disrupts the ecosystem's reliance on precise consumer tracking and behavioral targeting, which have long been the primary value drivers for mobile advertisers. As operating systems restrict access to device identifiers and legal frameworks mandate explicit user consent, marketers face a severe reduction in the granularity of actionable data. This signal loss degrades the ability to attribute conversions accurately and optimize campaigns in real-time, resulting in diminished return on investment and forcing brands to reconsider their allocation of resources toward mobile channels.

Key Market Trends

The growth of in-game and rewarded mobile video advertising is fundamentally reshaping monetization strategies as developers move beyond direct consumer spending to hybrid models. This format leverages a value-exchange mechanism where players voluntarily consume video advertisements to receive virtual goods or gameplay advantages, significantly enhancing user retention and ad tolerance compared to intrusive display formats. This shift is substantiated by robust adoption rates among developers seeking stable revenue streams amidst fluctuating in-app purchase volumes.

Key Market Players

Google LLC

Facebook, Inc.

Apple Inc.

Amazon.com, Inc.

Twitter, Inc.

Adobe Inc.

Salesforce.com, Inc.

IBM Corporation

Oracle Corporation

SAP SE

Report Scope:

In this report, the Global Mobile Marketing Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Mobile Marketing Market, By Component:

Platform and Services

Mobile Marketing Market, By Channel:

Messaging

Push Notifications

Mobile Emails

Quick Response (QR) Code

and Others

Mobile Marketing Market, By Organization Size:

SMEs and Large Enterprise

Mobile Marketing Market, By Vertical:

Retail and E-Commerce

Travel & Logistics

Automotive

BFSI

Telecom & IT

and Others

Mobile Marketing Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Mobile Marketing Market.

Available Customizations:

Global Mobile Marketing Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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