

# **M-Commerce Market Size, Share, Trends, Growth, Outlook, and Insights Report, 2023- Industry Forecasts by Type, Application, Segments, Countries, and Companies, 2021- 2030**

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## **Abstracts**

The M-Commerce market is a large and high-potential growth industry. In 2023, the market is poised to register positive year-on-year growth over 2022. Further, the M-Commerce market size maintains a super-linear growth trajectory, registering continuous expansion from 2023 to 2030.

As we enter the late half of 2023, the M-Commerce industry is poised for significant growth and transformation. The “M-Commerce Market Size, Share, Trends, Growth, Outlook, and Insights Report, 2023- Data Forecasts by Type, Application, Segments, Countries, and Companies, 2018- 2030” report details the definition and advantages of M-Commerce.

### **Overview of the M-Commerce Industry in 2023**

The accelerating development of the industry is driven by a widening application base, R&D investment in new product development, competitive strategies focusing on expanding into niche segments, and potential growth prospects for M-Commerce Companies in developing countries.

The M-Commerce Insights Report provides key market size and share outlook, short-term and long-term trends, potential opportunities, analytical models, current market conditions, scenario analysis, post-COVID analysis, competitive landscape, company profiles, and market news and developments.

## M-Commerce Market Size, Share, and Trend Analysis

The global M-Commerce market plays a major role in the global electronics and semiconductors industry. The report provides a comprehensive and in-depth analysis of different segments across the industry.

Further, potential types, applications, products, and other M-Commerce segments are analyzed in the market study.

**M-Commerce Market Statistics-** Current status of the M-Commerce industry and the key statistics for 2023 are provided in detail.

**Strategic Analysis of M-Commerce Industry-** Competitive analysis, vendor landscape, SWOT profiles, and product profiles are included.

**Market Trends and Insights-** The M-Commerce Insights report provides a detailed examination of key market trends, drivers, and their impact on demand. Further, the increasing importance of M-Commerce across industries is discussed.

**Market Developments-** Mergers, acquisitions, product launches, capacity expansion plans, and other developments announced by leading M-Commerce companies are included in the study.

**M-Commerce Market Opportunities-** Potential growth opportunities and quantitative comparison of different segments to provide an assessment of diverse opportunities in the industry.

**Regional analysis-** Further, a geographical analysis of the M-Commerce industry, highlighting key markets and their growth prospects is included. The market size across six regions including North America, Asia Pacific, Europe, South America, the Middle East, and Africa is forecast to 2030.

### Analytical Frameworks

The M-Commerce insights report uses multiple analytical frameworks for analyzing the global M-Commerce industry. The tools include- Industry SWOT, Porter's Five Forces Analysis, PESTLE analysis, scenario analysis, and others.

**Industry SWOT-** The report identifies the key strengths, weaknesses, opportunities, and threats facing the global markets in 2023 and beyond.

**Scenario analysis-** 4 scenarios for the long-term future based on the global economy are analyzed.

**Porter's Five Forces Analysis-** The report quantifies Porter's five forces analysis to assess the market attractiveness using the weighted average of the Bargaining power of buyers, Bargaining power of suppliers, Threat of substitutes, Threat of new entrants, and intensity of competitive rivalry.

**PESTLE Analysis-** Six segments of the general environment surrounding the M-Commerce industry including political, economic, social, technological, environmental, and legal factors are briefed.

#### Future M-Commerce Growth Outlook and Opportunities

The chapter provides a detailed analysis of market size, growth rate, revenue trends, and volume analysis over the historical period from 2018 up to 2022. Projection of the future growth prospects and opportunities in the M-Commerce industry along with insights into each of the potential market segments is included in the study. Further, the evaluation of factors driving market growth across markets is provided. In addition, the latest technological advancements and an analysis of the impact of these advancements on the performance, reliability, and efficiency of products are included.

#### Market Dynamics- Impact Analysis and Post-COVID Outlook of M-Commerce Industry

Optimistic economic conditions are observed in H2-2023 across multiple scenarios. The current edition of the M-Commerce Market Study identifies brighter views for 2023 and an increasingly optimistic global outlook over the forecast period.

However, the market is also constrained by challenges of geopolitical instability and conflicts with the Russia-Ukraine war and inflation conditions in the US and other markets, and rising interest rates continue to restrain the market growth prospects.

The four case scenarios considered for countries in the study are -

Sluggish economic growth, with emphasis on savings and low expenditure

Despite growth fluctuations, consumer confidence remains robust and gains continue for companies

Investments in technology deployment and productive investments

Stronger consumer demand and higher investments supporting solid growth

### M-Commerce Market Trends- Emerging markets present strong growth prospects

According to the World Bank, over 85% of the world's population lives in the Asia Pacific, the Middle East and Africa (MEA), or South America. An increasing volume of companies are expanding their production and marketing bases to these countries as the consumption power of individuals continues to strengthen.

Several new market entrants are targeting niche economically attractive M-Commerce segments when expanding into these markets. We anticipate the M-Commerce sales growth in developing countries to continue to accelerate rapidly over the forecast period.

### North America M-Commerce Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

The past few quarters have been encouraging for North American M-Commerce market suppliers. A large number of M-Commerce companies are reporting profitability after several quarters of margin declines. Focus on increasing operational efficiency, capturing niche market opportunities, and others are widely observed. The North American M-Commerce industry research identifies the key market trends, driving forces, and growth opportunities across 3 countries including the United States, Canada, and Mexico markets.

### Europe M-Commerce Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Leading European M-Commerce companies are focusing on customer orientation, sustainable supply chains, and economic value creation to succeed in long-term market conditions. As Asian manufacturers enter the European markets, the region's electronics and semiconductors sector is undergoing a paradigm shift. The European M-Commerce industry is also facing the significant impact of the Russia-Ukraine war. The

insights report analyzes the Western European M-Commerce countries including Germany, France, Spain, the United Kingdom, Italy, and other European countries including Russia, Turkey, and others.

### Asia Pacific M-Commerce Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Economic growth and shifting consumer preferences are set to shape the future of the Asia Pacific M-Commerce industry. Leading companies in China, India, Japan, South Korea, Australia, Indonesia, South East Asia, and other regions are focusing on rapid business expansion through new product launches. The M-Commerce insights report provides the market size outlook across these countries from 2018 to 2030.

### South America M-Commerce Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

South American countries including Brazil, Argentina, Chile, and others continue to demonstrate robust value-creation potential through 2030. Both traditional players and new start-ups are spending more on expanding products to niche consumer segments. Increasing urbanization, infrastructure development, and improving disposable incomes are likely to drive the market outlook over the forecast period.

### Middle East and Africa M-Commerce Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

The Middle East and African regions have a growing population, increasing urbanization, and improving standards of living, all of which contribute to the rising M-Commerce demand. Further, Sustainability and environmental concerns are gaining prominence in the GCC region. In Africa, vehicle sales continued an upward trend and the rapid growth in infrastructure in the African region enables M-Commerce companies to generate significant business growth in the medium to long-term future.

### Competitive Insights

The landscape of the industry is shifting, moving away from traditional competition between peers and embracing new forms of competitive interactions. There is an increasing trend among companies from building products to building businesses. Companies are investing in developing new growth opportunities with market leaders increasingly focused on building and scaling up new businesses.

The M-Commerce insights report provides a competitive analysis of the industry in 2023. The business profiles of the leading 10 companies are profiled in the study along with their SWOT profile, financials, products and services, and market developments. In addition, an evaluation of the competitive landscape, including major players, market share, and strategies adopted by key manufacturers is provided in the research study. The report also identifies the most prominent challenges and potential growth barriers faced by leading companies.

### Report scope

Data for 13 years: Historic data from 2018 to 2022 and industry forecasts from 2023 to 2030

3 Parameters- Value, Volume, and Pricing Data

6 Regions- Asia Pacific, Europe, North America, South America, Middle East, Africa

27 Countries: United States, Canada, Mexico, Germany, France, Spain, United Kingdom, Italy, Russia, Turkey, Rest of Europe, China, India, Japan, South Korea, Australia, Indonesia, South East Asia, Saudi Arabia, United Arab Emirates, Rest of Middle East, South Africa, Egypt, Rest of Africa, Brazil, Argentina, Other South America

10 Companies- Leading companies with detailed profiles

5 Models- Scenario analysis, Porter's five forces, Industry SWOT, Pricing analysis, PESTLE

8 Market Dynamics- Trends, Drivers, Growth Restraints, Opportunities

### Unique Additions to the current edition-

Impact of market developments including the Russia- Ukraine War, inflation across countries, supply-chain conditions, labor-market pressures, recession, trade, and other global factors

Pricing Analysis across types, applications, and countries for 2023 and industry Forecasts to 2030

electronics and semiconductors industry trends and market forecasts

Driving forces supporting the M-Commerce sales in each of the 24 countries

Complimentary Excel spreadsheet and print authentication for a single-user license

Key Questions answered in this report-

1. What are the key regions in the global M-Commerce industry?
2. Who are the major companies or key players operating in the global M-Commerce industry?
3. What has been the impact of COVID-19 on the global M-Commerce industry?
4. What is the projected compound annual growth rate (CAGR) of the global M-Commerce market size for the period 2023-2028?
5. What are the key factors driving the growth of the global M-Commerce industry?
6. How is the global M-Commerce industry segmented based on product types?
7. What are the emerging trends and opportunities in the global M-Commerce industry?
8. What are the challenges and obstacles faced by the global M-Commerce market?
9. What are the competitive landscape and strategies of global M-Commerce companies?
10. What are the innovations and advancements in product development within the global M-Commerce industry?
11. What are the strategies adopted by key players in the global M-Commerce market to maintain a competitive edge?

12. How is the global M-Commerce industry expected to evolve in terms of demand and market dynamics in the coming years?



## Contents

### **1 FOREWORD**

### **2 EXECUTIVE SUMMARY**

- 2.1 Key Findings, 2023
- 2.2 Market Overview
- 2.3 Market Highlights

### **3 REPORT GUIDE**

- 3.1 Study Scope and Objectives
- 3.2 Market Segmentation
- 3.3 Methodology and Sources
- 3.4 Primary and Secondary Data Sources
- 3.5 Market Estimation- Data Triangulation
- 3.6 Forecast Methodology
- 3.7 Key Assumptions

### **4 INTRODUCTION**

- 4.1 Market Definition and Evolution
- 4.2 Historical Market Size and Trends, 2018- 2022
- 4.3 Forecast Market Size, 2023- 2030
- 4.4 Industry Value Chain Analysis
- 4.5 Porter's Five Forces Analysis

### **5 MARKET ASSESSMENT**

- 5.1 Post-COVID-19 Growth Prospects for the M-Commerce Industry
- 5.2 Likely Case – Industry Forecasts
- 5.3 Optimistic Case- Industry Forecasts
- 5.4 Pessimistic Case- Industry Forecasts
- 5.5 Market Dynamics-
- 5.6 Drivers
- 5.7 Trends
- 5.8 Opportunities

## 5.9 Challenges

## **6 M-COMMERCE MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS**

6.1 Global M-Commerce Growth Outlook by Type, \$ Million, 2018- 2022, 2023- 2030

6.2 Global M-Commerce Growth Outlook by Product, \$ Million, 2018- 2022, 2023- 2030

6.3 Global M-Commerce Growth Outlook by Application, \$ Million, 2018- 2022, 2023- 2030

## **7 NORTH AMERICA M-COMMERCE MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS**

7.1 North America M-Commerce Industry Current Market Conditions, 2023

7.2 North America M-Commerce Market Trends and Opportunities

7.3 North America M-Commerce Growth Outlook by Type

7.4 North America M-Commerce Growth Outlook by Product

7.5 North America M-Commerce Growth Outlook by Application

7.6 North America M-Commerce Market Size Outlook by Country

7.7 United States M-Commerce Market Size Outlook, \$ Million, 2018 to 2030

7.8 Canada M-Commerce Market Size Outlook, \$ Million, 2018 to 2030

7.9 Mexico M-Commerce Market Size Outlook, \$ Million, 2018 to 2030

## **8 EUROPE M-COMMERCE MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS**

8.1 Europe M-Commerce Industry Current Market Conditions, 2023

8.2 Europe M-Commerce Market Trends and Opportunities

8.3 Europe M-Commerce Growth Outlook by Type

8.4 Europe M-Commerce Growth Outlook by Product

8.5 Europe M-Commerce Growth Outlook by Application

8.6 Europe M-Commerce Market Size Outlook by Country

8.7 Germany M-Commerce Market Size Outlook, \$ Million, 2018 to 2030

8.8 France M-Commerce Market Size Outlook, \$ Million, 2018 to 2030

8.9 United Kingdom M-Commerce Market Size Outlook, \$ Million, 2018 to 2030

8.10. Italy M-Commerce Market Size Outlook, \$ Million, 2018 to 2030

8.11 Spain M-Commerce Market Size Outlook, \$ Million, 2018 to 2030

8.12 Rest of Europe M-Commerce Market Size Outlook, \$ Million, 2018 to 2030

## **9 ASIA PACIFIC M-COMMERCE MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS**

- 9.1 Asia Pacific M-Commerce Industry Current Market Conditions, 2023
- 9.2 Asia Pacific M-Commerce Market Trends and Opportunities
- 9.3 Asia Pacific M-Commerce Growth Outlook by Type
- 9.4 Asia Pacific M-Commerce Growth Outlook by Product
- 9.5 Asia Pacific M-Commerce Growth Outlook by Application
- 9.6 Asia Pacific M-Commerce Growth Outlook by Country
- 9.7 China M-Commerce Market Size Outlook, \$ Million, 2018 to 2030
- 9.8 Japan M-Commerce Market Size Outlook, \$ Million, 2018 to 2030
- 9.9 India M-Commerce Market Size Outlook, \$ Million, 2018 to 2030
- 9.10. Australia M-Commerce Market Size Outlook, \$ Million, 2018 to 2030
- 9.11 South Korea M-Commerce Market Size Outlook, \$ Million, 2018 to 2030
- 9.12 South East Asia M-Commerce Market Size Outlook, \$ Million, 2018 to 2030
- 9.13 Rest of Asia Pacific M-Commerce Market Size Outlook, \$ Million, 2018 to 2030

## **10 SOUTH AMERICA M-COMMERCE MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS**

- 10.1 South America M-Commerce Industry Current Market Conditions, 2023
- 10.2 South America M-Commerce Market Trends and Opportunities
- 10.3 South America M-Commerce Growth Outlook by Type
- 10.4 South America M-Commerce Growth Outlook by Product
- 10.5 South America M-Commerce Growth Outlook by Application
- 10.6 South America M-Commerce Growth Outlook by Country
- 10.7 Brazil M-Commerce Market Size Outlook, \$ Million, 2018 to 2030
- 10.8 Argentina M-Commerce Market Size Outlook, \$ Million, 2018 to 2030
- 10.9 Rest of South America M-Commerce Market Size Outlook, \$ Million, 2018 to 2030

## **11 MIDDLE EAST AND AFRICA M-COMMERCE MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS**

- 11.1 Middle East and Africa M-Commerce Industry Current Market Conditions, 2023
- 11.2 Middle East and Africa M-Commerce Market Trends and Opportunities
- 11.3 Middle East and Africa M-Commerce Growth Outlook by Type
- 11.4 Middle East and Africa M-Commerce Growth Outlook by Product
- 11.5 Middle East and Africa M-Commerce Growth Outlook by Application
- 11.6 Middle East and Africa M-Commerce Growth Outlook by Country

- 11.7 Saudi Arabia M-Commerce Market Size Outlook, \$ Million, 2018 to 2030
- 11.8 United Arab Emirates M-Commerce Market Size Outlook, \$ Million, 2018 to 2030
- 11.9 South Africa M-Commerce Market Size Outlook, \$ Million, 2018 to 2030
- 11.10. Rest of Middle East M-Commerce Market Size Outlook, \$ Million, 2018 to 2030
- 11.11 Rest of Africa M-Commerce Market Size Outlook, \$ Million, 2018 to 2030

## **12 COMPETITIVE LANDSCAPE**

- 12.1 Competitive Scenario
- 12.2 Key Players
- 12.3 Company Profiles of Leading 10 Companies
- 12.4 Company Snapshot
- 12.5 Business Description of Leading M-Commerce Companies
- 12.6 M-Commerce Companies- Products and Services
- 12.7 M-Commerce Companies- SWOT Analysis
- 12.8 Financial Profile

## **13 APPENDIX**

- 13.1 List of Charts and Tables
- 13.2 Sources and Methodology
- 13.3 Conclusion and Future Remarks

## **12. TABLES AND CHARTS**

- Table 1: Global M-Commerce Statistics, 2023
- Exhibit 2: Research Methodology
- Exhibit 3: Forecast Methodology
- Table 4: Global M-Commerce Market Size Forecast, 2021- 2030
- Exhibit 5: Global M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 6: Global M-Commerce Outlook by Type, \$ Million, 2021- 2030
- Table 7: Global M-Commerce Outlook by Product, \$ Million, 2021- 2030
- Table 8: Global M-Commerce Outlook by Application, \$ Million, 2021- 2030
- Exhibit 9: Porter's Framework
- Exhibit 10: SWOT Profile
- Exhibit 11: Growth Outlook Scenario Analysis
- Table 12: North America M-Commerce Outlook by Type, 2021-2030
- Table 13: North America M-Commerce Outlook by Application, 2021-2030
- Table 14: North America M-Commerce Outlook by Product, 2021-2030

- Table 15: North America M-Commerce Outlook by Country, 2021-2030
- Table 16: Europe M-Commerce Outlook by Type, 2021-2030
- Table 17: Europe M-Commerce Outlook by Application, 2021-2030
- Table 18: Europe M-Commerce Outlook by Product, 2021-2030
- Table 19: Europe M-Commerce Outlook by Country, 2021-2030
- Table 20: Asia Pacific M-Commerce Outlook by Type, 2021-2030
- Table 21: Asia Pacific M-Commerce Outlook by Application, 2021-2030
- Table 22: Asia Pacific M-Commerce Outlook by Product, 2021-2030
- Table 23: Asia Pacific M-Commerce Outlook by Country, 2021-2030
- Table 24: North America M-Commerce Outlook by Type, 2021-2030
- Table 25: South America M-Commerce Outlook by Application, 2021-2030
- Table 26: South America M-Commerce Outlook by Product, 2021-2030
- Table 27: South America M-Commerce Outlook by Country, 2021-2030
- Table 28: Middle East and Africa M-Commerce Outlook by Type, 2021-2030
- Table 29: Middle East and Africa M-Commerce Outlook by Application, 2021-2030
- Table 30: Middle East and Africa M-Commerce Outlook by Product, 2021-2030
- Table 31: Middle East and Africa M-Commerce Outlook by Country, 2021-2030
- Table 32: United States M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 33: United States M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 34: Canada M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 35: Canada M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 36: Mexico M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 37: Mexico M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 38: Germany M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 39: Germany M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 40: France M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 41: France M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 42: United Kingdom M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 43: United Kingdom M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 44: Spain M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 45: Spain M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 46: Italy M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 47: Italy M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 48: China M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 49: China M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 50: India M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 51: India M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 52: Japan M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 53: Japan M-Commerce Outlook, year-on-year, %, 2021- 2030

- Table 54: South Korea M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 55: South Korea M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 56: South East Asia M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 57: South East Asia M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 58: Australia M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 59: Australia M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 60: Brazil M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 61: Brazil M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 62: Argentina M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 63: Argentina M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 64: Saudi Arabia M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 65: Saudi Arabia M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 66: United Arab Emirates M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 67: United Arab Emirates M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 68: South Africa M-Commerce Outlook, \$ Million, 2021- 2030
- Exhibit 69: South Africa M-Commerce Outlook, year-on-year, %, 2021- 2030
- Table 70: Market Entropy



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