

# Mobile Value-Added Services (MVAS) Market Report 2021: Size, Share, Trends and Forecast to 2026

*Looking forward, IMARC Group expects the market to grow at a CAGR of 13.7% during 2021-2026.*

SHERIDAN, WYOMING, UNITED STATES, October 14, 2021 /EINPresswire.com/ --

According to IMARC Group's latest report, titled "[Mobile Value-Added Services \(MVAS\) Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026](#)", The global mobile value-added services market exhibited strong growth during 2015-2020. Mobile value-added

services (MVAS) are non-core facilities

provided by telecom service providers. These services assist in improving the pricing proposition, optimizing the return on investment (ROI) for the operator, and enhancing the overall consumer experience. They include interactive voice and video response (IVVR), the wireless application protocol (WAP), unstructured supplementary service data (USSD), and short message service (SMS).

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The growing penetration of high-speed internet and boosting sales of smartphones and tablets have resulted in the widespread adoption of mobile applications across the globe. This represents one of the key factors bolstering the market growth. Apart from this, there is a considerable rise in the use of value-based content in the form of over-the-top (OTT) media services around the world. This, coupled with the emerging trend of digitization, is strengthening the growth of the market. Furthermore, the market is also impelled by advancements in the 5G technology. Looking forward, IMARC Group expects the market to grow at a CAGR of 13.7% during 2021-2026.



As the novel coronavirus (COVID-19) crisis takes over the world, we are continuously tracking the changes in the markets, as well as the industry behaviors of the consumers globally and our estimates about the latest market trends and forecasts are being done after considering the impact of this pandemic.

#### Competitive Landscape with Key Players:

AT&T  
Alphabet Inc.  
com Inc.  
Apple Inc.  
Baidu Inc.  
Comverse Technology Inc.  
com  
Gemalto  
Google LLC  
InMobi  
Kongzhong Corp  
Mahindra Comviva  
Mobily  
One97 Communications Ltd.  
OnMobile  
Vodafone Group Plc

#### Market Segmentation:

##### Breakup by Solution:

Short Messaging Service (SMS)  
Multimedia Messaging Service (MMS)  
Location Based Services  
Mobile Email & IM  
Mobile Money  
Mobile Advertising  
Mobile Infotainment  
Others

##### Breakup by Device Type:

Mobile Phone  
Tablet PC  
Laptop/Data-Card  
Others

## Breakup by End-User:

SMBs

Enterprises

## Breakup by Vertical:

BFSI

Media and Entertainment

Healthcare

Education

Retail

Government

Telecom & IT

Others

## Breakup by Region:

North America (United States, Canada)

Europe (Germany, France, United Kingdom, Italy, Spain, Others)

Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)

Latin America (Brazil, Mexico, Others)

Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Others)

Ask Analyst for Customization and Explore full report with TOC & List of Figures:

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We are updating our reports, if you want latest primary and secondary data (2021-2026) with Cost Module, Business Strategy, Distribution Channel, etc. Click request free sample report, published report will be delivered to you in PDF format via email within 24 to 48 hours.

## Key highlights of the report:

Market Performance (2015-2020)

Market Outlook (2021-2026)

Market Trends

Market Drivers and Success Factors

The Impact of COVID-19 on the Global Market

Value Chain Analysis

Structure of the Global Market

Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, and nanotechnology industries. We also provide cost model and manufacturing setup project reports through Syndicated Analytics, a subsidiary of IMARC Group.

Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune 1000 corporations.

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