

2022 Latest Study on Mobile Value Added Services Market 2028- Industry Size, Share, & Growth Analysis by Top Players

Growing awareness about Mobile Value Added Services, rapid urbanization, & industrialization across the globe are some key factors expected to drive market.

PUNE, MAHARASHTRA, INDIA, October 11, 2022 /EINPresswire.com/ -- Global [Mobile Value Added Services Market](#) is expected to Reach USD XX Million in 2028. Growing demand for MVAS for health and infotainment, increasing penetration of 3G and 4G services, and rising digitalization across the globe are some key factors expected to drive global market growth.

Market Size: USD XX Billion in 2016, Market Growth: at a CAGR of XX%, Market Trends: Rapid adoption of cloud-based solutions

The global Mobile Value Added Services (MVAS) market size is expected to reach USD XX Million in 2028 and register a revenue CAGR of XX% during the forecast period. Key factors such as rapid urbanization, increasing usage of mobile devices and tablets, high demand for fresh content, and rising popularity of Over-the-top (OTT) platforms are expected to drive global market growth during the forecast period.

For more information, please contact Xcellent Insights - (Global Market Research & Consulting, India): <https://www.xcellentinsights.com/enquiry/sample/228322>

In recent times, mobile phones are not only used for making calls but have become multipurpose devices that help users to access various apps, web surfing, social media interaction, news along with infotainment. Overall mobile users have increased due to high penetration of internet and telecommunication services.

Mobile Value Added Services (MVAS) refer to various non-core facilities and services such as Short Message Service (SMS), Wireless Application Protocol (WAP), social networking, and Interactive Voice and Video Response (VVR) that are delivered to mobile subscribers by mobile operators and aggregators. These services are widely used across various sectors such as BFSI, media and entertainment, healthcare, government, telecom & IT, and retail. Mobile operators offer these services at a supplementary charge which in turn helps them to improve overall user experience, pricing position and optimize the return on investment.

Revenue growth of the global market can be attributed to the increasing adoption of various services and solutions such as mobile email & IM, mobile money, and advertising, growing demand for MVAS in education sector, and high usage of social networking applications.

However, increasing concerns about data privacy and security, low awareness, and lack of guidance & regulatory framework of mobile value added services are some key factors that can hamper overall market growth to a certain limit between 2017 and 2028.

Global market revenue is expected to expand at a rapid CAGR over the forecast period.

The SMS segment is expected to account for largest revenue share between 2017 and 2028 owing to factors such as rising usage of smartphones, high usage of SMS for communication among individuals, growing preference for SMS for sending subscription-based alerts, and increasing popularity of SMS as e-marketing platform to reach larger group of people rapidly and conveniently.

Personal use segment is expected to register rapid revenue CAGR over the forecast period.

The personal use segment is expected to register rapid revenue CAGR over the forecast period. This can be attributed to increasing penetration of internet, growing adoption of smartphones, and high usage of mobile phones and tablets for playing music, games, text messaging, voice calling, and growing demand for entertainment services on mobiles.

Asia Pacific market revenue is expected to expand at a rapid CAGR over the forecast period.

Asia Pacific market revenue is expected to expand at a rapid CAGR over the forecast period owing to increasing number of mobile phone users across the region, high usage of mobile applications, mobile web and social media platforms, growing adoption of MVAS across various sectors, and increasing investments for developing advanced MVAS technology.

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Key players in the market include (Listed) AT&T, Verizon, China Mobile, NTT, Deutsche Telekom, China Telecom, Telefonica, Softbank.

- AT&T
- Verizon
- China Mobile
- NTT
- Deutsche Telekom
- China Telecom
- Telefonica
- Softbank

- Vodafone
- Orange

በሰነድ ማረጋገጫ ለሚገኙት ስልክ ባለቤቶች (ሰነድ) ለሰነድ ስልክ ማረጋገጫ ስለ ስልክ ስልክ ስልክ, ስልክ ስልክ, ስልክ ስልክ:

በሰነድ ማረጋገጫ ለሚገኙት ስልክ ባለቤቶች (ሰነድ) ለሰነድ ስልክ ማረጋገጫ ስለ ስልክ ስልክ:

- SMS
- MMS
- Mobile Money
- Mobile Infotainment
- Others

በሰነድ ማረጋገጫ ለሚገኙት ስልክ ባለቤቶች (ሰነድ) ለሰነድ ስልክ ማረጋገጫ ስለ ስልክ ስልክ:

- Personal Use
- Commercial Use

በሰነድ ማረጋገጫ ለሚገኙት ስልክ ባለቤቶች (ሰነድ) ለሰነድ ስልክ ማረጋገጫ ስለ ስልክ ስልክ:

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በሰነድ ማረጋገጫ ለሚገኙት ስልክ ባለቤቶች (ሰነድ) ለሰነድ ስልክ ማረጋገጫ ስለ ስልክ ስልክ:

- ስልክ ስልክ
 - o United States
 - o Canada
- ስልክ ስልክ
 - o Germany
 - o France
 - o UK
 - o Italy
 - o Russia
 - o Nordic Countries
 - o Rest of Europe
- ስልክ ስልክ
 - o China
 - o Japan
 - o South Korea
 - o India
 - o Australia
 - o Rest of Asia
- ስልክ ስልክ
 - o Mexico

- o Brazil
- o Rest of Latin America
 - Mexico & Central America
- o Turkey
- o Saudi Arabia
- o U.A.E
- o Rest of MEA

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Key highlights of the report:

- Analyze and forecast market size of global Mobile Value Added Services (MVAS) market by value and volume.
- Estimate market size, share, revenue CAGR.
- Analyze and study micro markets in terms of contributions to Mobile Value Added Services (MVAS) market, their individual growth trends and prospects.
- Precise insights of useful details about factors driving and affecting growth of Mobile Value Added Services (MVAS) market.
- Comprehensive overview and profiles of key players including business strategies such as research and development investments, collaborations, partnerships, mergers and acquisitions, product launches and joint ventures.

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