

Mobile VAS Market Is Booming So Rapidly | Google, Inmobi, Comverse

Stay up-to-date with Global Mobile VAS Market research offered by HTF MI. Check how key trends and emerging drivers are shaping this industry growth.

PUNE, MAHARASHTRA, INDIA, April 3, 2023 /EINPresswire.com/ -- The Latest Released Mobile VAS market study has evaluated the [future growth potential of Mobile VAS market](#) and provides information and useful stats on market structure and size. The report is intended to provide market intelligence and strategic insights to help decision-makers take sound investment decisions and identify potential gaps

and growth opportunities. Additionally, the report also identifies and analyses changing dynamics, and emerging trends along with essential drivers, challenges, opportunities, and restraints in the Mobile VAS market. The study includes market share analysis and profiles of players such as AT&T (United States), Google Inc. (United States), Apple Inc. (United States),

Vodafone Group PLC. (United Kingdom), Alphabet, Inc. (United States), Samsung Electronics (South Korea), Inmobi (Singapore), Onmobile Global Limited (India), Comverse (United States), Mahindra Comviva (India), One97 Communications Limited (India), BlackBerry (United States)

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HTF Market Intelligence consulting is uniquely positioned empower and inspire with research and consulting services to empower businesses with growth strategies, by offering services ”

Craig Francis

If you are a Mobile VAS manufacturer and would like to check or understand the policy and regulatory proposals, designing clear explanations of the stakes, potential winners and losers, and options for improvement then this article will help you understand the pattern with Impacting



Mobile VAS

Trends. Click To get SAMPLE PDF (Including Full TOC, Table & Figures)

<https://www.htfmarketintelligence.com/sample-report/global-mobile-vas-market>

According to HTF Market Intelligence, the Global Mobile VAS market to witness a CAGR of 15.66% during forecast period of 2023-2029. The market is segmented by Application (BFSI, Education, Government, Healthcare, Media and Entertainment, Retail, Telecom & IT, Others) by Type (Mobile Music and Games, Mobile Wallet, Mobile Commerce, Mobile Advertising, Email & IM, Others) by End User (Small & Medium Enterprises, Large Enterprises) and by Geography (North America, South America, Europe, Asia Pacific, MEA).

Definition:

Mobile value-added service (MVAS) is available in three categories including consumer behavior VAS, Network VAS, and Enterprise VAS. Mobile VAS connected with the various protocol including Short message peer-to-peer protocol (SMPP), connecting either directly to the short message service center (SMSC) or, progressively, to a messaging gateway that gives the operator better control of the content. Latest trend of MVAS is location-enabled mobile value-added services which help customers can get real-time directions to locations they want to discover, they can also avail weather forecasts as well as updates on traffic right from their mobile devices.

Market Trends:

- Emerging Demand for Non-Linear Media Consumption
- Rising Application in Transport Including Uber and Ola
- High Inclination towards AR in Location-Based Games

Market Drivers:

- Escalation in the Number Of Smartphone As Well As Tablet
- Growing Internet Penetration
- Up Surging Usage of Mobile Applications

Market Opportunities:

- High Opportunities in Prominence of Social Media As Well As Rich Communication Services

Revenue and Sales Estimation — Historical Revenue and sales volume are presented and further data is triangulated with top-down and bottom-up approaches to forecast complete market size and to estimate forecast numbers for key regions covered in the report along with classified and well-recognized Types and end-use industry.

SWOT Analysis on Mobile VAS Players

In addition to Market Share analysis of players, in-depth profiling, product/service, and business overview, the study also concentrates on BCG matrix, heat map analysis, FPNV positioning along with SWOT analysis to better correlate market competitiveness.

Demand from top-notch companies and government agencies is expected to rise as they seek more information on the latest scenario. Check the Demand Determinants section for more information.

Regulation Analysis

- Local System and Other Regulation: Regional variations in Laws for the use of Mobile VAS
- Regulation and its Implications
- Other Compliances

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FIVE FORCES & PESTLE ANALYSIS:

In order to better understand market conditions five forces analysis is conducted that includes the Bargaining power of buyers, Bargaining power of suppliers, Threat of new entrants, Threat of substitutes, and Threat of rivalry.

- Political (Political policy and stability as well as trade, fiscal, and taxation policies)
- Economical (Interest rates, employment or unemployment rates, raw material costs, and foreign exchange rates)
- Social (Changing family demographics, education levels, cultural trends, attitude changes, and changes in lifestyles)
- Technological (Changes in digital or mobile technology, automation, research, and development)
- Legal (Employment legislation, consumer law, health, and safety, international as well as trade regulation and restrictions)
- Environmental (Climate, recycling procedures, carbon footprint, waste disposal, and sustainability)

Book Latest Edition of Mobile VAS Market Study @ <https://www.htfmarketintelligence.com/buy-now?format=3&report=964>

Heat map Analysis, 3-Year Financial and Detailed Company Profiles of Key & Emerging Players: AT&T (United States), Google Inc. (United States), Apple Inc. (United States), Vodafone Group PLC. (United Kingdom), Alphabet, Inc. (United States), Samsung Electronics (South Korea), Inmobi (Singapore), Onmobile Global Limited (India), Comverse (United States), Mahindra Comviva (India), One97 Communications Limited (India), BlackBerry (United States)

Geographically, the following regions together with the listed national/local markets are fully investigated:

- APAC (Japan, China, South Korea, Australia, India, and the Rest of APAC; the Rest of APAC is further segmented into Malaysia, Singapore, Indonesia, Thailand, New Zealand, Vietnam, and Sri Lanka)
- Europe (Germany, UK, France, Spain, Italy, Russia, Rest of Europe; Rest of Europe is further segmented into Belgium, Denmark, Austria, Norway, Sweden, The Netherlands, Poland, Czech

Republic, Slovakia, Hungary, and Romania)

- North America (U.S., Canada, and Mexico)
- South America (Brazil, Chile, Argentina, Rest of South America)
- MEA (Saudi Arabia, UAE, South Africa)

Some Extracts from Mobile VAS Market Study Table of Content

Mobile VAS Market Size (Sales) Market Share by Type (Product Category) [Mobile Music and Games, Mobile Wallet, Mobile Commerce, Mobile Advertising, Email & IM, Others] in 2023
Mobile VAS Market by Application/End Users [BFSI, Education, Government, Healthcare, Media and Entertainment, Retail, Telecom & IT, Others]
Global Mobile VAS Sales and Growth Rate (2019-2029)
Mobile VAS Competition by Players/Suppliers, Region, Type, and Application
Mobile VAS (Volume, Value, and Sales Price) table defined for each geographic region defined.
Supply Chain, Sourcing Strategy and Downstream Buyers, Industrial Chain Analysis
.....and view more in complete table of Contents

Check it Out Complete Details os Report @ <https://www.htfmarketintelligence.com/report/global-mobile-vas-market>

Thanks for reading this article; you can also get individual chapter-wise sections or region-wise reports like Balkan, China-based, North America, Europe, or Southeast Asia.

Criag Francis

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