

Mobile Marketing Market Trends, Key Strategies, Competitive Landscape, and Dynamics | Forecast, 2021-2030

Growing complexities involved in the integration of electronic data interchange and data sync are expected to hamper the market growth.

PORTLAND, PORTLAND, OR, UNITED STATES, November 10, 2023 /EINPresswire.com/ -- According to the report published by Allied Market Research, the global [mobile marketing market](#) generated \$11.00 billion in 2020 and is predicted to reach \$57.85 billion by 2030, exhibiting a CAGR of 18.3% from 2021 to 2030. The report offers an in-depth analysis of the market size, emerging and current trends, future estimations, and key players.

Mobile marketing is a multi-channel online marketing technique focused on contacting a specific audience on their smartphones, feature phones, tablets, or any other related devices through websites, E-mail, SMS and MMS, social media, or mobile applications.

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The global mobile marketing market scenario is primarily driven by factors such as the increasing popularity of the on-demand business model; increasing adoption of omnichannel shopping experience and the need for personalization within consumer behavior has mandated the companies to adopt strategic initiatives that would boost the overall product sales, thereby creating a higher profit margin. However, complexities in integrating electronic data interchange and data synchronization and bias issues within the operational data are estimated to hinder the overall market growth.

An on-demand business model with an emphasis on customer experience and an increase in the popularity of omnichannel shopping fuels the growth of the global mobile marketing market. On the other hand, complexities in integrating electronic data and data synchronization hinder the market progress. On the contrary, AI-based client experience management policies are anticipated to create opportunities for the market in the future.

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COVID-19 scenario:

- Strict regulations regarding social distancing measures increased the preference for online channels.
- During the pandemic, as most of the companies have adopted a work-from-home policy, the demand for mobile marketing services has increased. This helps companies to offer an efficient consumer experience.

Based on components, the platform segment accounted for the largest market share in 2020, contributing to more than three-fourths of the total share, and is expected to maintain the lead throughout the forecast period. On the other hand, the services segment is estimated to witness the fastest CAGR of 19.7% from 2021 to 2030.

Based on the channel, the messaging segment contributed to the highest market share in 2020, attributing to more than two-fifths of the total market share, and is anticipated to dominate the mobile marketing industry during the forecast period. On the other hand, the quick response (QR) code segment is expected to manifest the fastest CAGR of 22.6% from 2021 to 2030.

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With AI becoming a core part of the technology, its integration within the software is set to create meaningful insights for various business structures creating higher profit margins. Furthermore, expanding the cloud-based business model is set to create a lucrative opportunity for the Mobile Marketing market during the forecast period.

The global mobile marketing market share was dominated in 2020 by the platform segment and is estimated to maintain its dominance during the forecast period, as there is an increase in the need to analyze customer requirements and behavior for creating a successful product portfolio. Increase in demand for online food delivery, transportation, and various other services, where technology integration also plays a significant role are some of the major causes of this business model. With this model gaining rapid demand, the need for an all-one platform integration tool is set to drive market growth during the forecast period.

Based on region, North America contributed to the highest share in 2020, holding nearly two-fifths of the total share, and is anticipated to maintain dominance throughout the forecast period. On the other hand, Asia-Pacific is anticipated to portray the fastest CAGR of 21.0% during the forecast period.

Key players of the global mobile marketing market analyzed in the research include Airship, Acoustic, Vibes, Swrve, Adobe, Braze, Localytics, Oracle, Salesforce, and SAP.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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