

# Mobile Value-Added Services Market Size To Reach Approximately USD 2 Billion by 2030

WILMINGTON, DE, UNITED STATES, July 19, 2024 /EINPresswire.com/ -- The [mobile value-added services market](#) was valued at \$658.5 billion in 2021, and is estimated to reach \$2226.2 billion by 2030, growing at a CAGR of 14.2% from 2022 to 2030.

Rising demand for mobile phones, increase in mobile application usage, and advancements in telecommunication sector have led to an increase in the demand for mobile value-added services, contributing to the mobile value-added services market growth in the upcoming years.

Request Sample Report: <https://www.alliedmarketresearch.com/request-sample/A27920>

In the telecom sector, value-added services are referred to as non-core services. Mobile Value-added Services (MVAS), is a term used in telecommunications to describe digital services introduced to mobile phone networks other than voice services offered by content providers or through joint ventures with them. MVAS are available and are not included in the basic voice offers. These services are employed as a strategy for differentiation and allow mobile devices to be used independently by the end-user operators to create a new source of income, which is a major factor estimated to drive the mobile value-added services market demand in the upcoming years. According to mobile value-added services market analysis, the mobile value-added services are constantly evolving with the introduction of new mobile applications beyond the basic services, such as social media applications, Over-the-top (OTT) platform services, mobile banking, and others.

However, the mobile value-added services market still faces significant obstacles such as biased revenue share model where revenue is shared with different contributors, which is a serious challenge for the telecom industry to share revenue as this sector does not produce any content. Also, lack of technical capability and security of customers' data are the major restraining factors



Mobile Value-Added Services Market

which are anticipated to hamper mobile value-added services market growth.

Purchase Enquiry: <https://www.alliedmarketresearch.com/purchase-enquiry/A27920>

The global mobile value-added services market share is segmented based on solution, end-user, vertical type, and region. By solution, it is classified into Short Messaging Services (SMS), Multimedia Messaging Services (MMS), location based services, mobile email & instant messaging, mobile money, mobile advertising, mobile infotainment, and others. By end-user, it is classified into small & medium enterprise and large enterprise. By vertical type, it is classified into media & entertainment, healthcare, education, retail, government, telecom & IT, and others. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players profiled in the mobile value-added services industry report include Mozat, Apple Inc., Vodafone Group plc, Samsung Electronics Co. Ltd., Reliance Industries Ltd., Huawei Investment & Holding Co. Ltd., Onmobile Global Limited, Comviva Technologies, Alphabet Inc., and One97 Communication.

Trending Reports:

Cloud POS Market: <https://www.alliedmarketresearch.com/cloud-pos-market-A11788>

5G Enterprise Market: <https://www.alliedmarketresearch.com/5g-enterprise-market-A11331>

Project Portfolio Management Market: <https://www.alliedmarketresearch.com/project-portfolio-management-ppm-market-A10389>

Indonesia Over-The-Top (OTT) Market: <https://www.alliedmarketresearch.com/indonesia-over-the-top-market>

About Us:

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports Insights" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients to make strategic business decisions and achieve sustainable growth in their respective market domain.

David Correa

Allied Market Research

+1 800-792-5285

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/728829773>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors

try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.