

## Report Information

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# Mobile Value-Added Services (MVAS) Market Research Report - Global Forecast till 2030

Report / Search Code: MRFR/ICT/2183-CR

Publish Date: February, 2020

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Price	1-user PDF : \$ 4950.0	Site PDF : \$ 3250.0	Enterprise PDF : \$ 7250.0
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## Description:

### Mobile Value-Added Services (MVAS) Market Overview

Mobile Value-Added Services (MVAS) Market Size was valued at USD 251.9 billion in 2021. The Mobile Value-Added Services (MVAS) market industry is projected to grow from USD 287.92 Billion in 2022 to USD 733.83 billion by 2030, exhibiting a compound annual growth rate (CAGR) of 14.30% during the forecast period (2022 - 2030). Increasing MVAS subscribers define the expanding market landscape, and smartphone users are the key market drivers enhancing the Mobile Value-Added Services (MVAS) market growth.

Mobile Value-Added Services (MVAS) Market Overview

**Source: Secondary Research, Primary Research, MRFR Database and Analyst Review**

### Mobile Value-Added Services (MVAS) Market Trends

- **An important driver of market expansion is the growing use of mobile applications.**

Smartphones are becoming increasingly necessary as digitalization and consumer technology adoption soar. A boom in the usage of Mobile Value-Added Services (MVAS) via online channels is also beneficial for the growth of the market for mobile value-added services and increasing demand for smartphones. The telecom sector may now provide a range of value-added services that you can advertise to your clientele as brand-new commodities through a variety of channels thanks to technology advancements. Technology developments are expected to accompany the fifth generation, or 5G, which is still a developing technology in the worldwide telecoms industry. With the implementation of 5G, millions of new, secure, and fast connections are envisaged. Due to the growing population and demand for smartphones, it is anticipated that the worldwide market for mobile value-added services will experience increased revenues due to the development of 5G technology. For instance, On June 30, 2021, Deutsche Telekom, Samsung, and Ericsson finished a 5G E2E network slicing experiment. At Deutsche Telekom's Bonn lab, the slicing trial was conducted using commercial Samsung S21 hardware coupled with a (VR) Virtual Reality headset.

### Figure 1: mobile user (2016-2023)

mobile user

**Source: Secondary Research, Primary Research, MRFR Database and Analyst Review**

The absence of guidelines and norms for the many market actors in Mobile Value-Added Services (MVAS) may restrict users' capacity to use mobile value-added services. Given the fast advancement of technology and the introduction of new technologies, value-added service customers' data and information must be safeguarded. Lack of privacy is the biggest problem plaguing the industry for mobile value-added services. Lack of government efforts and inadequate consumer authentication capabilities for services requiring the exchange of sensitive data, such as payments, may limit the Mobile Value-Added Services (MVAS) market's growth.

Telecom operators and service providers worldwide provide a range of brand-new, cutting-edge, customized mobile applications and MVA services to cater to shifting customer requirements. The expanding market environment is characterized by rising Mobile Value-Added Services (MVAS) subscribers and smartphone users. The market for mobile value-added services is growing due to the need for customized services from both enterprises and consumers.

### Mobile Value-Added Services (MVAS) Market Segment Insights

## Mobile Value-Added Services (MVAS) Type Insights

The Mobile Value-Added Services (MVAS) market segmentation, based on type, includes Short Message Service (SMS), Voice, Data and Value-Added Services (VAS). The Short Messaging Service (SMS) sub-segment ruled the market in 2021 in terms of type. Text or short messaging service messages are the names for the communications individuals send from their mobile devices. Since short messaging makes it simple to transmit information to big groups of people quickly and efficiently, it is becoming a more popular e-marketing medium. More crucially, compared to other mobile marketing channels like email or social media, SMS messaging offers better user engagement. These are anticipated to have a significant impact on the demand for mobile value-added services over the projected period as well.

### Figure 2: Mobile Value-Added Services (MVAS) Market, by Type, 2021 & 2030 (USD Million)

**Mobile Value-Added Services (MVAS) Market, by Type, 2021 & 2030**

**Source: Secondary Research, Primary Research, MRFR Database and Analyst Review**

## Mobile Value-Added Services (MVAS) Product Insights

The Mobile Value-Added Services (MVAS) market segmentation is based on Products, Mobile Games, Mobile Music, Mobile wallets, Mobile Commerce, Mobile Advertising, Email and IM and others. The product sub-segment for mobile wallets saw the quickest Mobile Value-Added Services (MVAS) market growth in 2021. Different financial services, including mobile banking, mobile ticketing, mobile wallet, mobile coupons, and mobile money transfer, can be made available to mobile users by utilizing the mobile wallet service. Mobile banking utilizes the mobile money service to provide its clients with extensive value-added services, including accessing account information, moving money, and paying bills.

## Mobile Value-Added Services (MVAS) Store Insights

The Mobile Value-Added Services (MVAS) market segmentation is based on store, Google Play, App Store (iOS) and others. The Google Play section commands the biggest market share, followed by the App Store category. The market for app stores is anticipated to have the greatest CAGR throughout the projection period.

## Mobile Value-Added Services (MVAS) Verticals Insights

The Mobile Value-Added Services (MVAS) market segmentation is based on verticals BFSI, IT & Telecommunication, Media & Entertainment, Retail, Healthcare Government and others. The Healthcare government sub-segment led the market in 2021 according to vertical type. In the upcoming years, the Mobile Value-Added Services (MVAS) sector is anticipated to be driven by the growth of Internet services and improved SMS services. For instance, in India, the government and telecom firms are investing in improving infrastructural connectivity in rural areas so that they can offer their services, such as selling and procurement information and support for farm commodities, educating the farming community on best practices, delivering healthcare and education to remote villages via the mobile broadband network, easy access to services like government services, and other services to provide in rural areas. These are anticipated to be the main variables influencing the market size for Mobile Value-Added Services (MVAS).

## Mobile Value-Added Services (MVAS) Regional Insights

By Region, the study provides market insights into North America, Europe, Asia-Pacific and the Rest of the World. North America Mobile Value-Added Services (MVAS) market accounted for USD 110.58 billion in 2021 and is expected to exhibit a significant CAGR growth during the study period. North America now dominates the worldwide market for value-added services and will keep this position during the evaluation period. The Mobile Value-Added Services (MVAS) market in the area is driven by elements, including several MVAS providers offering services to organizations and vertical markets and advancements in value-added telematics technology.

Further, the major countries studied in the market report are The U.S., Canada, Germany, France, the UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

### Figure 3: MOBILE VALUE-ADDED SERVICES (MVAS) MARKET SHARE BY REGION 2021 (%)

**MOBILE VALUE-ADDED SERVICES (MVAS) MARKET SHARE BY REGION 2021**

**Source: Secondary Research, Primary Research, MRFR Database and Analyst Review**

The second-largest market share in the world belongs to Europe. The Region has a subscriber base for mobile value-added services from several economic sectors. The market is expected to develop at a quick rate due to factors including the rising number of businesses and industry verticals using different mobile value-added services and the booming retail, BFSI, and IT and telecommunications sectors. . Further, the Germany Mobile Value-Added Services (MVAS) market held the largest market share. The UK Mobile Value-Added Services (MVAS) market was the fastest-growing European Region.

By 2030, Asia-Pacific is expected to control the worldwide market, and during the forecast period, it is expected to continue to develop at the quickest rate. The Asia-Pacific area has a large population of mobile phone users, and these devices are mostly utilized for entertainment purposes, including news, mobile banking, movies, and other forms of media. The market is anticipated to expand quickly due to various factors, including an increase in the number of companies and industry verticals employing different mobile value-added services and the Region's developing retail, e-commerce, IT, and telecommunications industries.

### **Mobile Value-Added Services (MVAS) Key Market Players & Competitive Insights**

Major market players are investing a lot of money in R&D to expand their product portfolios, which will spur further market growth for Mobile Value-Added Services (MVAS) industry. With significant industry changes, including new product releases, contractual agreements, mergers and acquisitions, increased investments, and collaboration with other organizations, market participants are also undertaking various strategic activities to expand their presence. Mobile Value-Added Services (MVAS) industry competitors must provide affordable products to grow and remain in a market that is becoming more competitive.

Manufacturing locally to cut operational costs is one of the main business tactics used by the Mobile Value-Added Services (MVAS) industry to serve customers and increase the market sector. The Mobile Value-Added Services (MVAS) industry has recently given medicine some of the most important advantages. The Mobile Value-Added Services (MVAS) market major players such as Singtel, MyRepublic Limited, PROTECH, and InMobi Pte. Ltd, Vodafone Group PLC, On Mobile Limited, CALLUP, Kongzhong Corporation, Stonehenge Telecom, Streamwide SA, Symsoft, Comviva, and others are working on expanding the market demand by investing in research and development activities.

Allot Ltd. is a leading innovator in network intelligence and security solutions for service providers and businesses worldwide. deployment of Allot's solutions for network & application analytics, traffic shaping & control, network-based security services, and other uses enhances value for its clients.

Over 1000 businesses and over 500 mobile, fixed, and cloud service providers use multi-service platforms from Allot. Over 20 million customers worldwide now utilize its market-leading network-based security-as-a-service solution, which has over 50% penetration with some service providers.

### **Key Companies in the Mobile Value-Added Services (MVAS) market include**

#### **Mobile Value-Added Services (MVAS) Industry Developments**

- **January 2021:** Weiyouxin Technology, a private domain SaaS software operating service provider, has received funding from ZW Data Action Technologies, Inc. (the US), a firm that offers integrated data analytics, online advertising, precision marketing, and other value-added services.
- **January 2021:** State-run BSNL (India) awarded PertSol (Part Telecom Solutions Pvt Ltd.) a contract of Rs 30 crore for the deployment of a Location Based System (LBS) for the telco's pan-Indian 2G, 3G, and 4G networks. According to the Unified Access Service License (UASL) regulations, the telecom department ordered the implementation of LBS in 2014.
- **January 2021:** A tier-1 CSP in Europe has chosen Allot HomeSecure and BusinessSecure to offer consumers and small businesses cybersecurity and content control services, according to Allot Ltd. (the UK), a top provider of cutting-edge network intelligence & security-as-a-service (SECaaS) solutions supporting CSPs and enterprises. This agreement comes after the service provider successfully used Allot's NetworkSecure to safeguard CPEs, routers, and other devices in homes and businesses.

### **MVAS Market Segmentation**

#### **Mobile Value-Added Services (MVAS) Type Outlook**

- Short Message Service (SMS)
- Voice
- Data and Value-Added Services (VAS)

## **Mobile Value-Added Services (MVAS) Product Outlook**

- Mobile Games
- Mobile Music
- Mobile Wallet
- Mobile Commerce
- Mobile Advertising
- Email and IM

## **Mobile Value-Added Services (MVAS) Store Outlook**

- Google Play
- App Store (iOS)
- Others

## **Mobile Value-Added Services (MVAS) Verticals Outlook**

- BFSI
- IT & Telecommunication
- Media & Entertainment
- Retail
- Healthcare Government
- others

## **Mobile Value-Added Services (MVAS) Regional Outlook**

- North America
  - US
  - Canada
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Spain
  - Rest of Europe
- Asia-Pacific
  - China
  - Japan
  - India
  - Australia
  - South Korea
  - Australia
  - Rest of Asia-Pacific

- Rest of the World
  - Middle East
  - Africa
- Latin America

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