Global Mobile Value-Added Services Market Research Report: Information by type (Short Message Service (SMS), Voice, Data and Value-Added Services (VAS)), by Product (Mobile Games, Mobile Music, Mobile Wallet, Mobile Commerce, Mobile Advertising, Email and IM and others), by Store (Google Play, App Store (iOS) and others) Verticals (BFSI, IT & Telecommunication, Media & Entertainment, Retail, Healthcare Government and others) and by Region - Forecast till 2025

Market Snapshot

Mobile value-added services have substantially impacted the telecom and communication sectors, allowing mobile subscribers to use smartphones and other devices for several non-core purposes. Smartphones and tablets have become an integral part of one’s day-to-day routine and are subjected to multiple developments to enhance the customer experience. The increasing demand and ownership of smartphones have given the impression that the commercialization of mobile value-added services is right around the corner. The constant modification and customization of services according to consumer preference especially, in the education, advertisement, and IT and telecommunication industry is expected to positively impact the telecom operators and service providers in the mobile value-added services market. Value-added services offer superior service experience, optimized investments, and enhanced customer engagement which is very beneficial for the service providers in this market.

Mobile value-added services are expected to witness significant growth in all industrial verticals during the forecast period. Increasing ownership of smartphones along with the rising need for personalized services are likely to be significant determinants of growth in the coming years. Telecom operators and service providers across regions specifically in emerging economies of Asia-Pacific are offering several new and persistent customized mobile apps and services to suit the customer’s needs.

Telecom operators and service providers across various regions are offering several new and persistent customized mobile apps and services to suit the customer’s needs. Providing users with the latest trends in technology-related value-added services has become the core concern of service providers. Increasing ownership of smartphones along with the rising demand for personalized services are likely to be significant determinants of growth in the coming years. The need for customized value-added services by businesses and consumers is gaining pace. Hence, it is expected that the market for mobile value-added services will witness growth during the forecast period.

The Global Mobile Value-Added Services Market is expected to expand at 15.3% CAGR with 309.1 billion in 2025 during the forecast period.

Synopsis

The Global Mobile Value-Added Service Market has been segmented based on type, product, store, vertical, and country.

Based on type, the mobile value-added services have been segmented into short message service (SMS), voice, data, and value-added services (VAS). SMS is dominating the mobile value-added service market, the year 2018. Voice is the second largest segment in the market, and the VAS segment is expected to grow at the highest CAGR.

Based on product, the market has been categorized as mobile games, mobile music, mobile wallet,
mobile commerce, mobile advertising, email and IM, and others. Mobile music and games are dominating the mobile value-added services market in the year 2018.

Based on the store, the market has been classified as Google Play, App Store, and others. The google play segment accounted for the largest market share in 2018. The App Store segment was the second-largest market in 2018, and it is projected to register the highest CAGR in the forecast period.

Based on vertical, the mobile value-added services market has been divided into media & entertainment, banking, financial services, and insurance (BFSI), healthcare, retail, government, IT & telecommunication, and others. All these industry verticals are deploying mobile value-added services.

**Regional Analysis**

Geographically, the global mobile value-added services market has been segmented into Asia-Pacific, North America, Europe, and the Middle East & Africa, and South America.

North America is the leading region in terms of market share in the mobile value-added services market. The market growth is attributed to the presence of many mobile value-added services providers that offer their services to the enterprises/verticals.

Europe was the second-largest market in the mobile value-added services market in 2018. Europe has been segmented into the UK, Germany, France, and the rest of Europe. According to the MRFR analysis, the UK is expected to gain the highest market share, followed by Germany, France, and the rest of Europe. Some of the factors that are responsible for market growth include an increase in the number of enterprises/verticals who are availing various mobile value-added services. Mobile Value-Added Services is rapidly being used by enterprises in the IT and telecommunication, retail, and BFSI verticals at present in Europe.

**Companies Covered**


**Key Developments**

- **June 2018**, MyRepublic Limited partnered with Tata Communication, an Indian Telecommunication company, to expand its offerings from home broadband services to mobile services by providing a range of mobile value-added services to its customers. This helped MyRepublic Limited to expand its geographic presence and cost-effectively deliver mobile services.

- **February 2018**, Vodafone and Samsung partnered to launch Smart Home services. Vodafone’s V-Home, combined with Samsung’s SmartThings platform, offers V-Home Alarm Assistant that would send alerts to the customer’s contacts in their smartphones in case of unusual activity.

- **May 2018**, InMobi partnered with Logan, one of the leading independent, big data and mobile advertising companies in Latin America, to provide programmatic Brand PMPs, as well as managed services to boost user acquisition and remarketing with the help of InMobi’s mobile solutions. Through this partnership, both the companies will be able to help brands to engage mobile users across different stages of the customer lifecycle through awareness, user acquisition, and remarketing campaign.

- **January 2018**, Mahindra ComViva partnered with Sacom Mediaworks, a provider of content aggregation in the Middle East and Africa, to provide Mooditt digital store, which is a digital marketplace to provide a range of video-on-demand content.

**Market Segmentation**

- By Type: Short message service (SMS), voice, data, and
value-added services (VAS)
  - By Product: Mobile games, mobile music, mobile wallet, mobile commerce, mobile advertising, e-mail and IM, and others
  - By Store: Google Play, App Store (iOS), and others
  - By Vertical: BFSI, IT & telecommunication, retail, government, healthcare, media & entertainment, and others

Key questions addressed by the report
  - What was the historic market size (2018)?
  - Which segmentation (type/product/store/verticals) are driving market growth?
  - What will be the growth rate by 2025?
  - Who are the key players in this market?
  - What are the strategies adopted by key players?

Infographic Summary:

Globally, the Mobile value added services market was valued USD XX billion and is expected to reach USD 1047.6 billion by 2023 growing with a CAGR of XX% during the forecast period 2018-2023.

Drivers
- Increasing Ownership of Smartphones
- Need for Personalized Services

Opportunity
- Evolution of location based services

Restraints
- Lack of Telecom infrastructure

Challenges
- Privacy Concerns

Key players
- Mahindra COMVIVA
- AT&T
- Vodafone
- Google

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