Mobile ing Market - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-06-01 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License $4750.00
- Team License (1-7 Users) $5250.00
- Site License $6500.00
- Corporate License $8750.00

Report description:

Mobile Marketing Market Analysis

The mobile marketing market size is valued at USD 25.9 billion in 2025 and is forecast to climb to USD 57.53 billion by 2030, advancing at a 17.35% CAGR during the outlook period. Continuous migration of discovery, evaluation, and purchase to handheld screens has turned smartphones into the default entry point for commerce, media, and customer service. Advertisers are therefore diverting budgets toward data-rich engagement moments where identity resolution, consent management, and creative automation converge inside one workflow. Platform providers that integrate these functions under a single user interface are winning incremental spend, because brand teams can test, measure, and optimise journeys without toggling between tools. Asia-Pacific's 20% CAGR signals the compounding effect of 5G coverage, digital wallets, and super-app ecosystems, while Europe's stringent privacy rules push marketers to fortify first-party data assets and closed-loop measurement.

Global Mobile Marketing Market Trends and Insights

Privacy-safe identifier frameworks lifting in-app returns in North America

Server-side event collection and consented device tokens are replacing browser-level cookies across major United States publishers. Brands embedding these frameworks report doubled-digit improvements in match rates, enabling richer segmentation while meeting state-level privacy mandates. The same mechanisms automate compliance reporting, allowing finance teams to capitalise on privacy upgrades as technology investments. Marketing and risk units, therefore, align on shared metrics, and advertisers can sustain personalised outreach even as regulations tighten. These gains validate that compliant identity resolution is becoming a growth accelerator rather than a cost centre.

5G roll-outs enabling ultra-low-latency campaigns across urban Asia

Commercial 5G networks now serve most tier-one Asian cities, pushing average mobile video load times well below 100 milliseconds. Marketers respond with interactive augmented-reality product demos that let users virtually place items in their environment before one-tap checkout. Live A/B switches executed at the network edge during a 2024 gaming convention in Seoul cut abandonment by nearly 25% versus identical creative on 4G. The experience reveals that bandwidth acts as a creative canvas, spurring immersive storytelling rather than functioning only as a distribution upgrade. As 5G densifies, the mobile marketing market will see richer asset formats and higher conversion efficiency.

Cookieless policies disrupt cross-app attribution worldwide

Third-party cookies are vanishing from mainstream browsers, shrinking cross-device graphs, and forcing marketers toward probabilistic measurement and incrementality experiments. Finance controllers who relied on user-level reports now train on lift-based dashboards focused on causal contribution. Learning cycles lengthen, yet budget allocations gradually stabilise because probabilistic signals tolerate privacy volatility. While performance marketers face near-term friction, the shift ultimately produces more resilient planning processes, cushioning the mobile marketing market against future regulatory swings.

Other drivers and restraints analyzed in the detailed report include:

Quick-commerce boom drives specialised notification spend in South American capitals / Retail media networks reshape European campaign supply chains / Telco SMS firewall upgrades escalate A2P costs in Africa /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Platform software contributed 67% of 2024 revenue, affirming its status as the operating backbone of the mobile marketing market. Vendors embed low-code journey builders and privacy dashboards that let brand teams test rules in near real time without engineering support. Services lines, though smaller, are expanding faster as enterprises seek guidance on clean-room deployment, creative automation and regional regulations. Advisory practices pivot from media arbitrage to technical enablement, carving fresh fee pools and rebalancing value capture along the supply chain. Over the forecast horizon, software upgrades will sustain retention, while service engagements deepen customer lock-in.

Technical services also mediate complex data-sharing agreements between advertisers and publishers, smoothing the adoption of consented identifiers. This dual need for technology and expertise positions hybrid providers to harvest greater wallet share. As a result, the mobile marketing market size tied to component services is projected to outpace overall market growth, even as software retains lead share.

Location intelligence holds a mid-teen fraction of the mobile marketing market size and is poised for a 22% CAGR, eclipsing other solution clusters by 2030. Enhanced stacks blend GPS, Bluetooth beacons, and venue Wi-Fi, pinpointing shopper dwell zones with sub-metre accuracy. Moment-specific offers then outperform generic coupons on redemption and basket value metrics. QR codes re-emerge as bridge technology between shelf and screen; a 2025 soft-drink promotion in Berlin used under-cap serialised codes to funnel consumers into a mobile game with instant rewards.

Push alerts remain indispensable for their superior open rates, but orchestration engines throttle frequency against predicted fatigue to prevent opt-outs. As retailers embed rich media into these alerts, location signals further sharpen timing, deepening engagement, and raising spending per user. Providers that integrate mapping APIs, analytics, and creative tooling within one interface widen their moat and expand their share within the wider mobile marketing market.

Mobile Marketing Market is Segmented by Component (Platform, Services), Solution Type (Mobile Web, SMS and MMS, and More), Distribution Channel (Social Media Marketing, Affiliate Marketing, and More), by Enterprise Size (Large Enterprises, Smes), Deployment Mode (Cloud, On-Premises), by End-User Industry (Retail and E-Commerce, Media and Entertainment / OTT), Geography. The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America generated 38% of 2024 revenue, underscoring its role as a test bed for ad-tech innovation. State privacy amendments accelerate first-party data programs, leading to higher match rates and compliant identity graphs. Event-grade location platforms emerge ahead of the 2028 Los Angeles Olympics, merging ticketing, concessions, and sponsor messaging into unified mobile flows. Trials during the 2024 football playoffs demonstrated that dynamic offers aligned with concession wait times raised per-capita spend without adding foot traffic, showing operational upside beyond media value. Venture investment remains steady as publishers race to integrate privacy-safe IDs, supporting the broader mobile marketing market.

Asia-Pacific is forecast to post a 20% CAGR, reflecting the compounding effect of 5G speed, super-app ecosystems, and social commerce norms. A 2024 cosmetics campaign inside a leading Southeast Asian super-app combined augmented-reality try-ons with in-chat checkout, shrinking purchase journeys to under 60 seconds and tripling unit sales. In India, vernacular voice search expands reach, prompting platform owners to launch speech-driven ad formats for low-literacy segments. These innovations confirm that adoption curves depend on cultural habits as much as technology readiness. Rapid smartphone replacement cycles and low data costs further expand the mobile marketing market.

Europe's stringent privacy statutes restrict cookie-based reach, but retailers counter by monetising loyalty programs through closed-loop retail media networks. A 2025 Dutch grocery chain launched a self-service portal where suppliers buy sponsored product tiles that extend into the chain's mobile wallet, enabling end-to-end attribution within days. Nordic countries, although smaller, record the continent's highest per-user mobile engagement, proving that privacy-respecting personalisation thrives when consumer trust is secured. Regulatory clarity dampens short-term growth yet fosters long-term stability, supporting steady expansion of the mobile marketing market across the region.

List of Companies Covered in this Report:

Alphabet Inc. (Google) / Meta Platforms Inc. / Apple Inc. (Apple Advertising) / Microsoft Corporation / Amazon.com Inc. (Amazon Ads) / Twitter/X Corp. / Snap Inc. / Pinterest Inc. / Verizon Communications Inc. (Yahoo Advertising) / ATandT Inc. / InMobi Pte Ltd / AppLovin Corporation / GroundTruth / Criteo S.A. / Airship / Adobe Inc. / Oracle Corporation / Salesforce Inc. / Publicis Groupe (Phonevalley) / AdColony Inc. / MoPub (AppLovin Exchange) /

Additional Benefits:

 The market estimate (ME) sheet in Excel format /
3 months of analyst support /

Table of Contents:

1 INTRODUCTION

6.2 Vendor Positioning Analysis
6.3 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Products and Services, and Recent Developments)
6.3.1 Alphabet Inc. (Google)
6.3.2 Meta Platforms Inc.
6.3.3 Apple Inc. (Apple Advertising)
6.3.4 Microsoft Corporation
6.3.5 Amazon.com Inc. (Amazon Ads)
6.3.6 Twitter/X Corp.
6.3.7 Snap Inc.
6.3.8 Pinterest Inc.
6.3.9 Verizon Communications Inc. (Yahoo Advertising)
6.3.10 ATandT Inc.
6.3.11 InMobi Pte Ltd
6.3.12 AppLovin Corporation
6.3.13 GroundTruth
6.3.14 Criteo S.A.
6.3.15 Airship
6.3.16 Adobe Inc.
6.3.17 Oracle Corporation
6.3.18 Salesforce Inc.
6.3.19 Publicis Groupe (Phonevalley)
6.3.20 AdColony Inc.
6.3.21 MoPub (AppLovin Exchange)

7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK
7.1 White-space and Unmet-Need Assessment

SCOTTS INTERNATIONAL

Mobile ing Market - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-06-01 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- - Print this form
- - Complete the relevant blank fields and sign
- - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	$4750.00
	Team License (1-7 Users)	$5250.00
	Site License	$6500.00
	Corporate License	$8750.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-03-04
		Signature	

Scotts International. EU Vat number: PL 6772247784
tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com