

Mobile Value Added Services Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Solution (Short Messaging Service (SMS), Multimedia Messaging Service (MMS), Location Based Services, Mobile Email & IM, Mobile Money, Mobile Advertising, Mobile Infotainment, Others), By End User (SMB, Large Enterprises), By Vertical (Media and Entertainment, Healthcare, Education, Retail, Government, Telecom & IT, Others), By Region, and By Competition, 2020-2030F

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Report description:

Market Overview

The Global Mobile Value Added Services Market, valued at USD 673.00 Billion in 2024, is projected to experience a CAGR of 15.70% to reach USD 1614.42 Billion by 2030. Mobile Value Added Services (MVAS) are non-core offerings from mobile network operators that enhance device utility beyond basic voice and messaging, including digital content, financial transactions, and location-based functionalities. Market growth is driven by increasing global smartphone penetration, expanding mobile internet accessibility, and consumer demand for diverse digital experiences.

Key Market Drivers

Widespread smartphone adoption profoundly impacts the Global Mobile Value Added Services Market by providing the essential user interface for consuming digital offerings. As smartphones become ubiquitous, they directly expand the addressable market for various MVAS, including mobile applications, digital content streaming, and social networking platforms.

Key Market Challenges

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Regulatory complexities, particularly those pertaining to data privacy and security, present a substantial impediment to the growth of the Global Mobile Value Added Services Market. The fragmented and evolving nature of regulations across different jurisdictions creates significant compliance challenges for service providers, leading to increased operational costs and potential delays in service deployment. Such an environment can stifle innovation as companies prioritize navigating complex legal landscapes over developing new offerings.

Key Market Trends

AI-driven personalization and service automation revolutionizes MVAS by offering tailored experiences and streamlining operational processes. Artificial intelligence enables platforms to understand user behavior, delivering highly relevant content and proactive customer support. According to GSMA Intelligence in Q1 2025, 63% of operators prioritized AI investment in upskilling, indicating a strong industry focus on integrating advanced intelligent capabilities.

Key Market Players

- [] AT&T Inc
- [] Vodafone Group Plc
- [] Bharti Airtel Limited
- [] China Mobile Limited
- [] Alphabet Inc.
- [] Apple Inc.
- [] Tencent Holdings Limited
- [] Netflix Inc.
- [] Spotify Technology S.A.
- [] OnMobile Global Limited

Report Scope:

In this report, the Global Mobile Value Added Services Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- [] Mobile Value Added Services Market, By Solution:

- o Short Messaging Service (SMS)
- o Multimedia Messaging Service (MMS)
- o Location Based Services
- o Mobile Email & IM
- o Mobile Money
- o Mobile Advertising
- o Mobile Infotainment
- o Others

- [] Mobile Value Added Services Market, By End User:

- o SMB
- o Large Enterprises

- [] Mobile Value Added Services Market, By Vertical:

- o Media and Entertainment
- o Healthcare
- o Education
- o Retail
- o Government
- o Telecom & IT
- o Others

- [] Mobile Value Added Services Market, By Region:

- o North America
- o United States

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- Canada
- Mexico
- o Europe
- France
- United Kingdom
- Italy
- Germany
- Spain
- o South America
- Brazil
- Argentina
- Colombia
- o Middle East & Africa
- South Africa
- Saudi Arabia
- UAE
- o Asia Pacific
- China
- India
- Japan
- Australia
- South Korea

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Mobile Value Added Services Market.

Available Customizations:

Global Mobile Value Added Services Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

-□Detailed analysis and profiling of additional market players (up to five).

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