

# Mobile Value Added Services Market Size Expected To Reach \$1.4 Trillion By 2027

*The Business Research Company's Mobile Value Added Services Global Market Report 2023 – Market Size, Trends, And Global Forecast 2023-2032*

LONDON, GREATER LONDON, UK, August 25, 2023 /EINPresswire.com/ -- The Business Research Company's "[Mobile Value Added Services Global Market Report 2023](#)" is a

comprehensive source of information

that covers every facet of the mobile value added services market research. As per TBRC's mobile value added services market forecast, the mobile value added services market size is predicted to reach a value of \$1.45 trillion by 2027, rising at a significant annual growth rate of 13.0% through the forecast period.



The Business Research Company's global market reports are now updated with the latest market sizing information for the year 2023 and forecasted to 2032"

*The Business Research Company*

The increase in smartphone customers globally is driving the growth of the mobile value-added services market. North America is expected to hold the largest mobile value added services market share. Major players in the mobile value added services market include Apple, Onmobile Global Limited, Google, AT&T, Vodafone, Comverse, Inmobi, Mahindra Comviva, Singtel, MyRepublic Limited, Reliance Industries Ltd., Telkom SA SOC Limited, Verizon Communications Inc., Huawei Investment & Holding.

[Mobile Value Added Services Market Segments](#)

- 1) By Solution: Mobile Advertising, Location-Based Services, Mobile Infotainment, Mobile Email & IM, Short Messaging Service (SMS), Multimedia Messaging Service (MMS), Mobile Money, Other Solutions
- 2) By Store: Google Play, App Store (iOS), Other Stores
- 3) End-user: Individual, Enterprise

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Mobile Value Added Services Global Market Report  
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Mobile value-added services refer to those services that telecom service companies give to customers in addition to their main SMS, voice, and data services. The services can be either free or pay-for-use. VAS are mostly used in the entertainment, e-commerce, sports, and other industries.

Read More On The Mobile Value Added Services Market Report At:

<https://www.thebusinessresearchcompany.com/report/mobile-value-added-services-global-market-report>

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