

Mobile Virtual Network Operator Market Size is US\$ 118.32 billion by 2030 with CAGR of 6.8%

The report "**Mobile Virtual Network Operator Market, By Operational Model (Reseller, Service Operator, Full MVNO (Mobile Virtual Network Operator), and Other Operational Models), By Subscriber (Business and Consumer), By Subscriber (Discount, Cellular M2M (Machine-to-Machine), Media and Entertainment, Migrant, Retail, Roaming, and Telecom), By Service (Sales Service, Customer Service, and Mobile Service (Marketing & Administering)), and Region - Global Forecast to 2030**" Global mobile virtual network operator market is projected to grow to US \$61.9Bn in 2020. The increasing number of penetration of mobile devices and the rise in mobile network subscribers which is the major propelling factor for the growth of the global market. For instance, Tesco Mobile in the United Kingdom, and Boost Mobile in the United States, have recognized that the mobile screen is a valuable channel in its own right, and can be monetized to deliver additional revenue to the business. Additionally, the increase in demand for the efficient cellular networks which is another driving factor for the growth of the target market. Moreover, the increasing penetration of 4G, and 5G technology will also transform the business models of mobile operators and MVNOs which is the boosting factor for the growth for the target market.

Key Highlights:

- In 2018, Google LLC added 37 countries to its international coverage with the total coverage increasing to 170 countries and territories.

Key Market Insights from the report:

The global mobile virtual network operator market accounted for US \$61.9Bn in 2020 and is projected to register a moderate CAGR of 6.80% over the forecast period. The market report has been segmented based on an operational model, subscriber, application, service, and region.

- By operational model, the full MVNO (mobile virtual network operator) is the dominating segment in the target market due to more demand of mobile among the population.
- By subscriber, the target market is segmented into business and consumer
- By application, the global market is classified into discount, cellular M2M (Machine-to-Machine), media and entertainment, migrant, retail, roaming, and telecom
- By service, the target market is bifurcated into sales service, customer service, and mobile service (marketing & administering)
- By region, Europe region occupied the largest market share in 2017, due to an increase in demand for the smartphone and mobile. Asia- Pacific region is expected to dominate the global market during the forecast period because of the increasing use of mobiles in the day to day life of people.

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The prominent player operating in the global Mobile Virtual Network Operator market includes KDDI Corporation, América Móvil SAB de CV (Trafone Wireless, Inc.), FreeUP Mobile, Project FI (Google LLC), Tesco PLC (Tesco Mobile Limited), Globecom Systems Inc., Lycamobile, PosteMobile SpA, 1&1 Drillisch AG, and FRIENDi Mobile

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