M-commerce Market in the US 2015-2019

Description:

About M-commerce

Mobile commerce or m-commerce, as it is widely called, is the buying or selling of goods over a mobile-enabled platform. The high adoption of this platform has enabled various retail stores to go online and adopt more effective marketing strategies. With advances in technology, there is tremendous growth in the mobile device market, which has led to high adoption of smartphones and tablets worldwide. With the proliferation of technology and handheld devices, people are increasingly inclined to use cell phones to carry out their m-commerce activities.

The analysts forecast the M-commerce market in the US to grow at a CAGR of 25.72% over the period 2014-2019.

Covered in this Report

This report covers the present scenario and growth prospects of the M-commerce market in the US for the period 2015-2019. To calculate the market size, the report considers the sales of products and services through m-commerce. The report consolidates the revenues generated by using the following mobile devices:

- Tablet
- Smartphone

The report M-commerce Market in the US 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key Vendors

- Alibaba
- Amazon.com
- Apple
- Barnes & Noble
- Costco Wholesale
- eBay
- Google
- Lowe's Companies
- MasterCard
- PayPal
- Sears Holdings
- Target
- The Home Depot
- Visa
- Walmart

Other Prominent Vendors

- Best Buy
- GameStop
- Groupon
- J. C. Penney
- Kohl's
- Kroger
- Liberty Interactive
- LL Bean
- Macy's
- Newegg
Market Drivers
- Growing Use of Mobile Devices
- For a full, detailed list, view our report

Market Challenges
- Privacy and Security Concerns
- For a full, detailed list, view our report

Market Trends
- High Growth in Mobile Advertising
- For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2018 and what will the growth rate be?
- What are the key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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