

## **Mobile Ticketing Market to Cross USD 4026 Million Revenue by 2022 with a CAGR of 19%**

*Mobile Ticketing Market, By Type (SMS Ticketing, Mobile Applications), By Technology (OCR, 2D Bar Code, NFC), By Application (Travel Tickets, Entertainment Tickets) - Forecast to 2022*

Mobile Ticketing Market, By Type (SMS Ticketing, Mobile Applications), By Technology (OCR, 2D Bar Code, NFC), By Application (Travel Tickets, Entertainment Tickets) - Forecast to 2022 Pune, India - April 19, 2017 /MarketResearchFuture/ -- Market Highlights

In this rapidly changing and technologically developing environment, consumer demands are ever increasing. The market trend towards the digitization, high demand of instant ticket bookings are driving the Mobile Ticketing market. The study indicates that due to rapid increase in smartphone users and technological advancements is boosting the mobile ticketing market during the forecast period.

The study indicates that Mobile Ticketing market is growing due to its numerous benefits as reduced paperwork time, reduced chance of errors and immediate accessibility of information. These benefits are responsible for the growth of mobile ticketing market. The lack of knowledge is the restraining factor in the growth of mobile ticketing market. The study indicates that digitization and emergence of latest technologies is driving the mobile ticketing market.

The Mobile Ticketing Market is growing rapidly over ~19% of CAGR and is expected to reach at USD ~4026 million by the end of forecast period.

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Key Players:

The prominent players in the Mobile Ticketing market are- Zendesk (U.S.), Masabi (UK), Helpshift (U.S.), Proxama (UK), ticketscript (Netherlands), Airtag (France), Ace Ticket Worldwide (U.S.), Alliance Tickets (U.S.), Coast to Coast Tickets (U.S.), RazorGator (U.S.), StubHub (U.S.) among others.

Mobile Ticketing Market Segmentation

The Mobile Ticketing market has been segmented on the basis of type, technology and application. Looking through the type segment it's been observed that mobile applications are expected to dominate the mobile ticketing market by the forecast period, due to the increased penetration of smartphones. The technology segment consists of OCR (Optical character recognition), 2D Bar Code, NFC technology. The study indicates that the QR bar code technology hold a large market share whereas the NFC technology is expected to grow positively over the forecast period in the mobile ticketing market.

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Market Research Analysis:

Regional analysis for Mobile Ticketing market is studied in different geographic regions as Americas, Europe, Asia-Pacific and Rest of world. It has been observed that North America region would account for larger share in Mobile Ticketing market. It has been observed that North America region has high downloads of mobile ticketing apps and higher technology adoption which has resulted in the growth of Mobile Ticketing market. The study reveals that Europe also accounts second biggest market share in the mobile ticketing market. The study reveals that Asia-Pacific region is expected to have a significant growth in Mobile Ticketing market by the forecast period. The increased

number of smartphone users in the Asia- Pacific region are expected to give a boost to Mobile Ticketing market by the forecast period.

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### **Keywords**

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