

A2P & P2A Messaging Market Research Report by Type (A2P and P2A), by Traffic (Multi-Country and National), by Messaging Platform, by Industry, by Application - Global Forecast to 2025 - Cumulative Impact of COVID-19

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Abstracts

Market Statistics:

The report provides market sizing and forecast across five major currencies - USD, EUR GBP, JPY, and AUD. This helps organization leaders make better decisions when currency exchange data is readily available.

1. The Global A2P & P2A Messaging Market is expected to grow from USD 58,926.65 Million in 2020 to USD 79,191.78 Million by the end of 2025.
2. The Global A2P & P2A Messaging Market is expected to grow from EUR 51,668.01 Million in 2020 to EUR 69,436.86 Million by the end of 2025.
3. The Global A2P & P2A Messaging Market is expected to grow from GBP 45,932.97 Million in 2020 to GBP 61,729.52 Million by the end of 2025.
4. The Global A2P & P2A Messaging Market is expected to grow from JPY 6,288,967.36 Million in 2020 to JPY 8,451,770.43 Million by the end of 2025.
5. The Global A2P & P2A Messaging Market is expected to grow from AUD 85,569.34 Million in 2020 to AUD 114,997.00 Million by the end of 2025.

Market Segmentation & Coverage:

This research report categorizes the A2P & P2A Messaging to forecast the revenues and analyze the trends in each of the following sub-markets:

'The P2A is projected to witness the highest growth during the forecast period'

Based on Type, the A2P & P2A Messaging Market studied across A2P and P2A. The A2P commanded the largest size in the A2P & P2A Messaging Market in 2020. On the other hand, the P2A is expected to grow at the fastest CAGR during the forecast period.

'The Multi-Country is projected to witness the highest growth during the forecast period'

Based on Traffic, the A2P & P2A Messaging Market studied across Multi-Country and National. The National commanded the largest size in the A2P & P2A Messaging Market in 2020. On the other hand, the Multi-Country is expected to grow at the fastest CAGR during the forecast period.

'The Cloud API Messaging Platform is projected to witness the highest growth during the forecast period'

Based on Messaging Platform, the A2P & P2A Messaging Market studied across Cloud API Messaging Platform and Traditional & Managed Messaging Platform. The Cloud API Messaging Platform commanded the largest size in the A2P & P2A Messaging Market in 2020, and it is expected to grow at the fastest CAGR during the forecast period.

'The Healthcare & Life Sciences is projected to witness the highest growth during the forecast period'

Based on Industry, the A2P & P2A Messaging Market studied across Aerospace & Defense, Automotive & Transportation, Banking, Financial Services & Insurance, Building, Construction & Real Estate, Consumer Goods & Retail, Education, Energy & Utilities, Government & Public Sector, Healthcare & Life Sciences, Information Technology, Manufacturing, Media & Entertainment, Telecommunication, and Travel & Hospitality. The Consumer Goods & Retail commanded the largest size in the A2P & P2A Messaging Market in 2020. On the other hand, the Healthcare & Life Sciences is expected to grow at the fastest CAGR during the forecast period.

'The Promotional & Marketing Services is projected to witness the highest growth during the forecast period'

Based on Application, the A2P & P2A Messaging Market studied across Authentication Services, Customer Relationship Management Services, Inquiry & Search Related Services, Interactive Messages, Notifications & Alerts, Promotional & Marketing

Services, Pushed Content Services, and Voting & Entertainment. The Notifications & Alerts commanded the largest size in the A2P & P2A Messaging Market in 2020. On the other hand, the Promotional & Marketing Services is expected to grow at the fastest CAGR during the forecast period.

'The Asia-Pacific is projected to witness the highest growth during the forecast period'

Based on Geography, the A2P & P2A Messaging Market studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas region surveyed across Argentina, Brazil, Canada, Mexico, and United States. The Asia-Pacific region surveyed across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, South Korea, and Thailand. The Europe, Middle East & Africa region surveyed across France, Germany, Italy, Netherlands, Qatar, Russia, Saudi Arabia, South Africa, Spain, United Arab Emirates, and United Kingdom. The Americas commanded the largest size in the A2P & P2A Messaging Market in 2020. On the other hand, the Asia-Pacific is expected to grow at the fastest CAGR during the forecast period.

Company Usability Profiles:

The report deeply explores the recent significant developments by the leading vendors and innovation profiles in the Global A2P & P2A Messaging Market including Beepsend AB, ClickSend, DIMOCO, Global Message Services AG, Infobip Ltd., Mahindra Comviva, Mavenir, MessageBird, MobiWeb Technologies Pvt Ltd, Netsize Corporate, Netsize SA, Plivo Inc., Retarus Group, Route Mobile Limited, SAP SE, Sinch, Tata Communications Ltd., Telnyx LLC, Textmunication Inc, Twilio, Inc, tyntec Ltd., VoiceSage, Vonage, and Zipwhip.

Cumulative Impact of COVID-19:

COVID-19 is an incomparable global public health emergency that has affected almost every industry, so far and, the long-term effects projected to impact the industry growth during the forecast period. Our ongoing research amplifies our research framework to ensure the inclusion of underlying COVID-19 issues and potential paths forward. The report is delivering insights on COVID-19 considering the changes in consumer behavior and demand, purchasing patterns, re-routing of the supply chain, dynamics of current market forces, and the significant interventions of governments. The updated study provides insights, analysis, estimations, and forecast, considering the COVID-19 impact on the market.

360iResearch FPNV Positioning Matrix:

The 360iResearch FPNV Positioning Matrix evaluates and categorizes the vendors in

the A2P & P2A Messaging Market on the basis of Business Strategy (Business Growth, Industry Coverage, Financial Viability, and Channel Support) and Product Satisfaction (Value for Money, Ease of Use, Product Features, and Customer Support) that aids businesses in better decision making and understanding the competitive landscape.

360iResearch Competitive Strategic Window:

The 360iResearch Competitive Strategic Window analyses the competitive landscape in terms of markets, applications, and geographies. The 360iResearch Competitive Strategic Window helps the vendor define an alignment or fit between their capabilities and opportunities for future growth prospects. During a forecast period, it defines the optimal or favorable fit for the vendors to adopt successive merger and acquisition strategies, geography expansion, research & development, and new product introduction strategies to execute further business expansion and growth.

The report provides insights on the following pointers:

1. **Market Penetration:** Provides comprehensive information on the market offered by the key players
2. **Market Development:** Provides in-depth information about lucrative emerging markets and analyzes the markets
3. **Market Diversification:** Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. **Competitive Assessment & Intelligence:** Provides an exhaustive assessment of market shares, strategies, products, and manufacturing capabilities of the leading players
5. **Product Development & Innovation:** Provides intelligent insights on future technologies, R&D activities, and new product developments

The report answers questions such as:

1. What is the market size and forecast of the Global A2P & P2A Messaging Market?
2. What are the inhibiting factors and impact of COVID-19 shaping the Global A2P & P2A Messaging Market during the forecast period?
3. Which are the products/segments/applications/areas to invest in over the forecast period in the Global A2P & P2A Messaging Market?
4. What is the competitive strategic window for opportunities in the Global A2P & P2A Messaging Market?
5. What are the technology trends and regulatory frameworks in the Global A2P & P2A Messaging Market?
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