

Enterprise Application-to-Person (A2P) SMS Market By Deployment (On-premise, Cloud), By Application (Pushed Content Services, Customer Relationship Management Services, Promotion and Marketing, Interactive Services, Others) By End User (BFSI, Retail and E-commerce, Travel and Hospitality, Healthcare, Media and Entertainment, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2032

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Abstracts

Enterprise Application-to-person (A2P) SMS Market

The enterprise application-to-person (A2P) SMS market was valued at \$56,145.38 million in 2023 and is estimated to reach \$111,615.13 million by 2032, exhibiting an 8.1% CAGR from 2024 to 2032.

Various businesses and organizations use the process of enterprise application-to-person (A2P) SMS to send automated messages to their customers. It is usually a one-way communication utilized for marketing campaigns, alerts, or authentication processes. This messaging process is highly efficient and cost-effective for enterprises to boost their customer engagement. Since the process is automated, businesses can send large volumes of SMS in one go.

The growth of the enterprise application-to-person (A2P) SMS market is being driven due to the increase in the number of mobile users and rise in popularity of mobile marketing. In addition, businesses now significantly emphasize on improving their

customer relationship management, hence boosting the demand for enterprise application-to-person (A2P) SMS. To boost customer engagement, the usage of rich communication services (RCS) is trending among businesses. RCS is a protocol that integrates conventional SMS with interactive elements and high-resolution media, thus capturing the attention of customers and boosting businesses' engagement.

However, high rate of SMS frauds deters several customers from trusting such SMS, hence restraining the market. As per Proofpoint, an American cybersecurity firm, approximately 300,000–400,000 SMS frauds were recorded on a daily basis in 2023, and the figure is expected to rise in the future. Moreover, the threat of mobile malware and virus attacks through messages poses substantial challenges for the market.

Segment Review

The enterprise application-to-person (A2P) SMS market is segmented into deployment, application, end user, and region. On the basis of deployment, the market is bifurcated into on-premise and cloud. As per application, it is divided into pushed content services, customer relationship management services, promotion & marketing, interactive services, and others. By end user, it is classified into BFSI, retail & e-commerce, travel & hospitality, healthcare, media & entertainment, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa.

Key Findings

On the basis of deployment, the cloud segment held the highest market share in 2023.

As per application, the customer relationship management services segment garnered a high stake in 2023.

By end user, the BFSI segment was the major shareholder in 2023.

Region wise, North America was the highest revenue generator in 2023.

Competition Analysis

The major players operating in the enterprise application-to-person (A2P) SMS market include Tata Communication Services, NTT Communications, Orange Business

Services, Proximus, AT&T, Genesys, Sinch, Dialogue Communications, Infobip Inc., and Twilio Inc. These players have adopted various key developmental strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the market.

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Technology Trend Analysis

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By Deployment

Enterprise Application-to-Person (A2P) SMS Market By Deployment (On-premise, Cloud), By Application (Pushed Co...

On-premise

Cloud

By Application

Pushed Content Services

Customer Relationship Management Services

Promotion and Marketing

Interactive Services

Others

By End User

BFSI

Retail and E-commerce

Travel and Hospitality

Healthcare

Media and Entertainment

Others

By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

Latin America

Argentina

Brazil

Colombia

Rest of Latin America

MEA

Saudi Arabia

South Africa

UAE

Rest of UAE

Key Market Players

Tata Communication Services

NTT Communications

Orange Business Services

Proximus

AT&T

Genesys

Sinch

Dialogue Communications

Infobip Inc.

Twilio Inc.

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