

Enterprise A2P SMS Industry Research Report 2024

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Abstracts

The process of sending mobile messages is from an application to a mobile user. A2P SMS messaging is also called enterprise or professional SMS. Businesses can use it in several technical modes to communicate with consumers, authenticate users of online services, or deliver time-sensitive alerts. In all the cases, communication is initiated from a business application, and not an individual's mobile phone, as is the case with P2P SMS.

According to APO Research, The global Enterprise A2P SMS market was valued at US\$ million in 2023 and is anticipated to reach US\$ million by 2030, witnessing a CAGR of xx% during the forecast period 2024-2030.

Global Enterprise A2P SMS main players are MBlox, CLX Communications, Infobip, Tanla Solutions, SAP Mobile Services, etc. USA is the largest market, with a share nearly 25%.

Report Scope

This report aims to provide a comprehensive presentation of the global market for Enterprise A2P SMS, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Enterprise A2P SMS.

The Enterprise A2P SMS market size, estimations, and forecasts are provided in terms of revenue (\$ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Enterprise A2P SMS market comprehensively. Regional market sizes, concerning products by Type, by Application, and by players, are also provided. For a more in-depth understanding of the

market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

MBlox

CLX Communications

Infobip

Tanla Solutions

SAP Mobile Services

Silverstreet BV

Syniverse Technologies

Nexmo Co. Ltd.

Tyntec

SITO Mobile

OpenMarket Inc.

Genesys Telecommunications

3Cinteractive

Vibes Media

Beepsend

Soprano

Accrete

FortyTwo Telecom AB

ClearSky

Ogangi Corporation

AMD Telecom S.A

Enterprise A2P SMS segment by Type

CRM

Promotions

Pushed Content

Interactive

Enterprise A2P SMS Segment by Application

BFSI

Entertainment

Tourism

Retail

Marketing

Healthcare

Media

Others

Enterprise A2P SMS Segment by Region

North America

United States

Canada

Europe

Germany

France

UK

Italy

Russia

Nordic Countries

Rest of Europe

Asia-Pacific

China

Japan

South Korea

Southeast Asia

India

Australia

Rest of Asia

Latin America

Mexico

Brazil

Rest of Latin America

Middle East & Africa

Turkey

Saudi Arabia

UAE

Rest of MEA

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Enterprise A2P SMS market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
2. This report will help stakeholders to understand the global industry status and trends of Enterprise A2P SMS and provides them with information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.
4. This report stays updated with novel technology integration, features, and the latest developments in the market
5. This report helps stakeholders to gain insights into which regions to target globally
6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Enterprise A2P SMS.
7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long

term.

Chapter 3: Provides the analysis of various market segments product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 4: Provides the analysis of various market segments application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 5: Introduces executive summary of global market size, regional market size, this section also introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by companies in the industry, and the analysis of relevant policies in the industry.

Chapter 6: Detailed analysis of Enterprise A2P SMS companies' competitive landscape, revenue market share, latest development plan, merger, and acquisition information, etc.

Chapter 7, 8, 9, 10, 11: North America, Europe, Asia Pacific, Latin America, Middle East and Africa segment by country. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 12: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including revenue, gross margin, product introduction, recent development, etc.

Chapter 13: The main points and conclusions of the report.

Chapter 13: The main points and conclusions of the report.

Contents

1 PREFACE

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
 - 1.5.1 Secondary Sources
 - 1.5.2 Primary Sources

2 MARKET OVERVIEW

- 2.1 Product Definition
- 2.2 Enterprise A2P SMS by Type
 - 2.2.1 Market Value Comparison by Type (2019 VS 2023 VS 2030)
 - 2.2.2 CRM
 - 2.2.3 Promotions
 - 2.2.4 Pushed Content
 - 2.2.5 Interactive
- 2.3 Enterprise A2P SMS by Application
 - 2.3.1 Market Value Comparison by Application (2019 VS 2023 VS 2030)
 - 2.3.2 BFSI
 - 2.3.3 Entertainment
 - 2.3.4 Tourism
 - 2.3.5 Retail
 - 2.3.6 Marketing
 - 2.3.7 Healthcare
 - 2.3.8 Media
 - 2.3.9 Others
- 2.4 Assumptions and Limitations

3 ENTERPRISE A2P SMS BREAKDOWN DATA BY TYPE

- 3.1 Global Enterprise A2P SMS Historic Market Size by Type (2019-2024)
- 3.2 Global Enterprise A2P SMS Forecasted Market Size by Type (2025-2030)

4 ENTERPRISE A2P SMS BREAKDOWN DATA BY APPLICATION

4.1 Global Enterprise A2P SMS Historic Market Size by Application (2019-2024)

4.2 Global Enterprise A2P SMS Forecasted Market Size by Application (2019-2024)

5 GLOBAL GROWTH TRENDS

5.1 Global Enterprise A2P SMS Market Perspective (2019-2030)

5.2 Global Enterprise A2P SMS Growth Trends by Region

5.2.1 Global Enterprise A2P SMS Market Size by Region: 2019 VS 2023 VS 2030

5.2.2 Enterprise A2P SMS Historic Market Size by Region (2019-2024)

5.2.3 Enterprise A2P SMS Forecasted Market Size by Region (2025-2030)

5.3 Enterprise A2P SMS Market Dynamics

5.3.1 Enterprise A2P SMS Industry Trends

5.3.2 Enterprise A2P SMS Market Drivers

5.3.3 Enterprise A2P SMS Market Challenges

5.3.4 Enterprise A2P SMS Market Restraints

6 MARKET COMPETITIVE LANDSCAPE BY PLAYERS

6.1 Global Top Enterprise A2P SMS Players by Revenue

6.1.1 Global Top Enterprise A2P SMS Players by Revenue (2019-2024)

6.1.2 Global Enterprise A2P SMS Revenue Market Share by Players (2019-2024)

6.2 Global Enterprise A2P SMS Industry Players Ranking, 2022 VS 2023 VS 2024

6.3 Global Key Players of Enterprise A2P SMS Head office and Area Served

6.4 Global Enterprise A2P SMS Players, Product Type & Application

6.5 Global Enterprise A2P SMS Players, Date of Enter into This Industry

6.6 Global Enterprise A2P SMS Market CR5 and HHI

6.7 Global Players Mergers & Acquisition

7 NORTH AMERICA

7.1 North America Enterprise A2P SMS Market Size (2019-2030)

7.2 North America Enterprise A2P SMS Market Growth Rate by Country: 2019 VS 2023 VS 2030

7.3 North America Enterprise A2P SMS Market Size by Country (2019-2024)

7.4 North America Enterprise A2P SMS Market Size by Country (2025-2030)

7.5 United States

7.6 Canada

8 EUROPE

- 8.1 Europe Enterprise A2P SMS Market Size (2019-2030)
- 8.2 Europe Enterprise A2P SMS Market Growth Rate by Country: 2019 VS 2023 VS 2030
- 8.3 Europe Enterprise A2P SMS Market Size by Country (2019-2024)
- 8.4 Europe Enterprise A2P SMS Market Size by Country (2025-2030)
- 8.5 Germany
- 8.6 France
- 8.7 U.K.
- 8.8 Italy
- 8.9 Russia
- 8.10 Nordic Countries

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Enterprise A2P SMS Market Size (2019-2030)
- 9.2 Asia-Pacific Enterprise A2P SMS Market Growth Rate by Country: 2019 VS 2023 VS 2030
- 9.3 Asia-Pacific Enterprise A2P SMS Market Size by Country (2019-2024)
- 9.4 Asia-Pacific Enterprise A2P SMS Market Size by Country (2025-2030)
- 9.5 China
- 9.6 Japan
- 9.7 South Korea
- 9.8 Southeast Asia
- 9.9 India
- 9.10 Australia

10 LATIN AMERICA

- 10.1 Latin America Enterprise A2P SMS Market Size (2019-2030)
- 10.2 Latin America Enterprise A2P SMS Market Growth Rate by Country: 2019 VS 2023 VS 2030
- 10.3 Latin America Enterprise A2P SMS Market Size by Country (2019-2024)
- 10.4 Latin America Enterprise A2P SMS Market Size by Country (2025-2030)
- 10.5 Mexico
- 10.6 Brazil

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Enterprise A2P SMS Market Size (2019-2030)
- 11.2 Middle East & Africa Enterprise A2P SMS Market Growth Rate by Country: 2019 VS 2023 VS 2030
- 11.3 Middle East & Africa Enterprise A2P SMS Market Size by Country (2019-2024)
- 11.4 Middle East & Africa Enterprise A2P SMS Market Size by Country (2025-2030)
- 11.5 Turkey
- 11.6 Saudi Arabia
- 11.7 UAE

12 PLAYERS PROFILED

- 12.1 MBlox
 - 12.1.1 MBlox Company Information
 - 12.1.2 MBlox Business Overview
 - 12.1.3 MBlox Revenue in Enterprise A2P SMS Business (2019-2024)
 - 12.1.4 MBlox Enterprise A2P SMS Product Portfolio
 - 12.1.5 MBlox Recent Developments
- 12.2 CLX Communications
 - 12.2.1 CLX Communications Company Information
 - 12.2.2 CLX Communications Business Overview
 - 12.2.3 CLX Communications Revenue in Enterprise A2P SMS Business (2019-2024)
 - 12.2.4 CLX Communications Enterprise A2P SMS Product Portfolio
 - 12.2.5 CLX Communications Recent Developments
- 12.3 Infobip
 - 12.3.1 Infobip Company Information
 - 12.3.2 Infobip Business Overview
 - 12.3.3 Infobip Revenue in Enterprise A2P SMS Business (2019-2024)
 - 12.3.4 Infobip Enterprise A2P SMS Product Portfolio
 - 12.3.5 Infobip Recent Developments
- 12.4 Tanla Solutions
 - 12.4.1 Tanla Solutions Company Information
 - 12.4.2 Tanla Solutions Business Overview
 - 12.4.3 Tanla Solutions Revenue in Enterprise A2P SMS Business (2019-2024)
 - 12.4.4 Tanla Solutions Enterprise A2P SMS Product Portfolio
 - 12.4.5 Tanla Solutions Recent Developments
- 12.5 SAP Mobile Services
 - 12.5.1 SAP Mobile Services Company Information
 - 12.5.2 SAP Mobile Services Business Overview

- 12.5.3 SAP Mobile Services Revenue in Enterprise A2P SMS Business (2019-2024)
- 12.5.4 SAP Mobile Services Enterprise A2P SMS Product Portfolio
- 12.5.5 SAP Mobile Services Recent Developments
- 12.6 Silverstreet BV
 - 12.6.1 Silverstreet BV Company Information
 - 12.6.2 Silverstreet BV Business Overview
 - 12.6.3 Silverstreet BV Revenue in Enterprise A2P SMS Business (2019-2024)
 - 12.6.4 Silverstreet BV Enterprise A2P SMS Product Portfolio
 - 12.6.5 Silverstreet BV Recent Developments
- 12.7 Syniverse Technologies
 - 12.7.1 Syniverse Technologies Company Information
 - 12.7.2 Syniverse Technologies Business Overview
 - 12.7.3 Syniverse Technologies Revenue in Enterprise A2P SMS Business (2019-2024)
 - 12.7.4 Syniverse Technologies Enterprise A2P SMS Product Portfolio
 - 12.7.5 Syniverse Technologies Recent Developments
- 12.8 Nexmo Co. Ltd.
 - 12.8.1 Nexmo Co. Ltd. Company Information
 - 12.8.2 Nexmo Co. Ltd. Business Overview
 - 12.8.3 Nexmo Co. Ltd. Revenue in Enterprise A2P SMS Business (2019-2024)
 - 12.8.4 Nexmo Co. Ltd. Enterprise A2P SMS Product Portfolio
 - 12.8.5 Nexmo Co. Ltd. Recent Developments
- 12.9 Tyntec
 - 12.9.1 Tyntec Company Information
 - 12.9.2 Tyntec Business Overview
 - 12.9.3 Tyntec Revenue in Enterprise A2P SMS Business (2019-2024)
 - 12.9.4 Tyntec Enterprise A2P SMS Product Portfolio
 - 12.9.5 Tyntec Recent Developments
- 12.10 SITO Mobile
 - 12.10.1 SITO Mobile Company Information
 - 12.10.2 SITO Mobile Business Overview
 - 12.10.3 SITO Mobile Revenue in Enterprise A2P SMS Business (2019-2024)
 - 12.10.4 SITO Mobile Enterprise A2P SMS Product Portfolio
 - 12.10.5 SITO Mobile Recent Developments
- 12.11 OpenMarket Inc.
 - 12.11.1 OpenMarket Inc. Company Information
 - 12.11.2 OpenMarket Inc. Business Overview
 - 12.11.3 OpenMarket Inc. Revenue in Enterprise A2P SMS Business (2019-2024)
 - 12.11.4 OpenMarket Inc. Enterprise A2P SMS Product Portfolio

- 12.11.5 OpenMarket Inc. Recent Developments
- 12.12 Genesys Telecommunications
 - 12.12.1 Genesys Telecommunications Company Information
 - 12.12.2 Genesys Telecommunications Business Overview
 - 12.12.3 Genesys Telecommunications Revenue in Enterprise A2P SMS Business (2019-2024)
 - 12.12.4 Genesys Telecommunications Enterprise A2P SMS Product Portfolio
 - 12.12.5 Genesys Telecommunications Recent Developments
- 12.13 3Cinteractive
 - 12.13.1 3Cinteractive Company Information
 - 12.13.2 3Cinteractive Business Overview
 - 12.13.3 3Cinteractive Revenue in Enterprise A2P SMS Business (2019-2024)
 - 12.13.4 3Cinteractive Enterprise A2P SMS Product Portfolio
 - 12.13.5 3Cinteractive Recent Developments
- 12.14 Vibes Media
 - 12.14.1 Vibes Media Company Information
 - 12.14.2 Vibes Media Business Overview
 - 12.14.3 Vibes Media Revenue in Enterprise A2P SMS Business (2019-2024)
 - 12.14.4 Vibes Media Enterprise A2P SMS Product Portfolio
 - 12.14.5 Vibes Media Recent Developments
- 12.15 Beepsend
 - 12.15.1 Beepsend Company Information
 - 12.15.2 Beepsend Business Overview
 - 12.15.3 Beepsend Revenue in Enterprise A2P SMS Business (2019-2024)
 - 12.15.4 Beepsend Enterprise A2P SMS Product Portfolio
 - 12.15.5 Beepsend Recent Developments
- 12.16 Soprano
 - 12.16.1 Soprano Company Information
 - 12.16.2 Soprano Business Overview
 - 12.16.3 Soprano Revenue in Enterprise A2P SMS Business (2019-2024)
 - 12.16.4 Soprano Enterprise A2P SMS Product Portfolio
 - 12.16.5 Soprano Recent Developments
- 12.17 Accrete
 - 12.17.1 Accrete Company Information
 - 12.17.2 Accrete Business Overview
 - 12.17.3 Accrete Revenue in Enterprise A2P SMS Business (2019-2024)
 - 12.17.4 Accrete Enterprise A2P SMS Product Portfolio
 - 12.17.5 Accrete Recent Developments
- 12.18 FortyTwo Telecom AB

- 12.18.1 FortyTwo Telecom AB Company Information
- 12.18.2 FortyTwo Telecom AB Business Overview
- 12.18.3 FortyTwo Telecom AB Revenue in Enterprise A2P SMS Business (2019-2024)
- 12.18.4 FortyTwo Telecom AB Enterprise A2P SMS Product Portfolio
- 12.18.5 FortyTwo Telecom AB Recent Developments

12.19 ClearSky

- 12.19.1 ClearSky Company Information
- 12.19.2 ClearSky Business Overview
- 12.19.3 ClearSky Revenue in Enterprise A2P SMS Business (2019-2024)
- 12.19.4 ClearSky Enterprise A2P SMS Product Portfolio
- 12.19.5 ClearSky Recent Developments

12.20 Ogangi Corporation

- 12.20.1 Ogangi Corporation Company Information
- 12.20.2 Ogangi Corporation Business Overview
- 12.20.3 Ogangi Corporation Revenue in Enterprise A2P SMS Business (2019-2024)
- 12.20.4 Ogangi Corporation Enterprise A2P SMS Product Portfolio
- 12.20.5 Ogangi Corporation Recent Developments

12.21 AMD Telecom S.A

- 12.21.1 AMD Telecom S.A Company Information
- 12.21.2 AMD Telecom S.A Business Overview
- 12.21.3 AMD Telecom S.A Revenue in Enterprise A2P SMS Business (2019-2024)
- 12.21.4 AMD Telecom S.A Enterprise A2P SMS Product Portfolio
- 12.21.5 AMD Telecom S.A Recent Developments

13 REPORT CONCLUSION

14 DISCLAIMER

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