

Professional A2P SMS Industry Research Report 2023

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Abstracts

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. The Professional A2P SMS industry can be broken down into several segments, CRM, Promotions, Pushed Content, and Interactive etc.

Highlights

The global Professional A2P SMS market is projected to reach US\$ million by 2029 from an estimated US\$ million in 2023, at a CAGR of % during 2024 and 2029.

Asia and Africa are the largest markets, with more than 40% market share, followed by Europe and North America.

The concentration of the A2P SMS industry is relatively low, and the total market share of the top three vendors is less than 15%. The Key players are Twilio, Infobip, Sinch, SAP Digital Interconnect, Telesign, MessageBird, OpenMarket, Wavy, Zenvia, Vibes, Plivo, Mitto, Genesys Telecommunications, Route Mobile, Silverstreet BV, ACL Mobile, Tyntec, Clickatell, Pontaltech, TXTImpact ect.

Report Scope

This report aims to provide a comprehensive presentation of the global market for Professional 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 Professional A2P SMS.

The Professional A2P SMS market size, estimations, and forecasts are provided in terms of and revenue (\$ millions), considering 2022 as the base year, with history and forecast data for the period from 2018 to 2029. This report segments the global Professional A2P SMS market comprehensively. Regional market sizes, concerning products by types, by application, and by players, are also provided. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

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.

The report will help the Professional A2P SMS companies, new entrants, and industry chain related companies in this market with information on the revenues for the overall market and the sub-segments across the different segments, by company, product type, application, and regions.

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 by companies for the period 2017-2022. 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:

Twilio

Infobip

Sinch

SAP Digital Interconnect

Telesign

MessageBird

OpenMarket

Wavy

Zenvia

Vibes

Plivo

Mitto

Genesys Telecommunications

Route Mobile Limited

Silverstreet BV

ACL Mobile

Tyntec

Clickatell

Pontaltech

TXImpact

Product Type Insights

Global markets are presented by Professional A2P SMS type, along with growth forecasts through 2029. Estimates on revenue are based on the price in the supply chain at which the Professional A2P SMS are procured by the companies.

This report has studied every segment and provided the market size using historical

data. They have also talked about the growth opportunities that the segment may pose in the future. This study bestows revenue data by type, and during the historical period (2018-2023) and forecast period (2024-2029).

Professional A2P SMS segment by Type

CRM

Promotions

Pushed Content

Interactive

Others

Application Insights

This report has provided the market size (revenue data) by application, during the historical period (2018-2023) and forecast period (2024-2029).

This report also outlines the market trends of each segment and consumer behaviors impacting the Professional A2P SMS market and what implications these may have on the industry's future. This report can help to understand the relevant market and consumer trends that are driving the Professional A2P SMS market.

Professional A2P SMS Segment by Application

BFSI

Media

Retail

Travel & Leisure

Public Sectors

Logistics

Healthcare

Others

Regional Outlook

This section of the report provides key insights regarding various regions and the key players operating in each region. Economic, social, environmental, technological, and political factors have been taken into consideration while assessing the growth of the particular region/country. The readers will also get their hands on the revenue data of each region and country for the period 2018-2029.

The market has been segmented into various major geographies, including North America, Europe, Asia-Pacific, South America, Middle East & Africa. Detailed analysis of major countries such as the USA, Germany, the U.K., Italy, France, China, Japan, South Korea, Southeast Asia, and India will be covered within the regional segment. For market estimates, data are going to be provided for 2022 because of the base year, with estimates for 2023 and forecast revenue for 2029.

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.

COVID-19 and Russia-Ukraine War Influence Analysis

The readers in the section will understand how the Professional A2P SMS market scenario changed across the globe during the pandemic, post-pandemic and Russia-Ukraine War. The study is done keeping in view the changes in aspects such as demand, consumption, transportation, consumer behavior, supply chain management. The industry experts have also highlighted the key factors that will help create opportunities for players and stabilize the overall industry in the years to come.

Reasons to Buy This Report

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 Professional 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.

This report will help stakeholders to understand the global industry status and trends of Professional A2P SMS and provides them with information on key market drivers, restraints, challenges, and opportunities.

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.

This report stays updated with novel technology integration, features, and the latest developments in the market

This report helps stakeholders to understand the COVID-19 and Russia-Ukraine War Influence on the Professional A2P SMS industry.

This report helps stakeholders to gain insights into which regions to target globally

This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Professional A2P SMS.

This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Core Chapters

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 Professional 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 product sales, revenue, price, gross margin, product introduction, recent development, etc.

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

Frequently Asked Questions

What factors will challenge the Product Name market growth?

Which end-use segment will expand at the fastest CAGR in the Product Name market?

Which are the emerging players in the Product Name market?

How concentrated is the Product Name market?

Which factors are positively contributing to the Product Name market growth?

Which are the novel product innovations in the Product Name market?

Which product segment will emerge as the most lucrative in the Product Name market?

Which factors are increasing the competition in the Product Name market?

Which are the strategic measures taken by the Product Name industry players?

Which region will witness inactive growth during the forecast period?

What key trends are likely to emerge in the Product Name market in the coming years?

Contents

LIST OF TABLES

Table 1. Secondary Sources

Table 2. Primary Sources

Table 3. Market Value Comparison by Type (2018 VS 2022 VS 2029) & (US\$ Million)

Table 4. Market Value Comparison by Application (2018 VS 2022 VS 2029) & (US\$ Million)

Table 5. Global Professional A2P SMS Market Size by Type (2018-2023) & (US\$ Million)

Table 6. Global Professional A2P SMS Revenue Market Share by Type (2018-2023)

Table 7. Global Professional A2P SMS Forecasted Market Size by Type (2024-2029) & (US\$ Million)

Table 8. Global Professional A2P SMS Revenue Market Share by Type (2024-2029)

Table 9. Global Professional A2P SMS Market Size by Application (2018-2023) & (US\$ Million)

Table 10. Global Professional A2P SMS Revenue Market Share by Application (2018-2023)

Table 11. Global Professional A2P SMS Forecasted Market Size by Application (2024-2029) & (US\$ Million)

Table 12. Global Professional A2P SMS Revenue Market Share by Application (2024-2029)

Table 13. Global Professional A2P SMS Market Size by Region (US\$ Million): 2018 VS 2022 VS 2029

Table 14. Global Professional A2P SMS Market Size by Region (2018-2023) & (US\$ Million)

Table 15. Global Professional A2P SMS Market Share by Region (2018-2023)

Table 16. Global Professional A2P SMS Forecasted Market Size by Region (2024-2029) & (US\$ Million)

Table 17. Global Professional A2P SMS Market Share by Region (2024-2029)

Table 18. Professional A2P SMS Market Trends

Table 19. Professional A2P SMS Market Drivers

Table 20. Professional A2P SMS Market Challenges

Table 21. Professional A2P SMS Market Restraints

Table 22. Global Top Professional A2P SMS Manufacturers by Revenue (US\$ Million) & (2018-2023)

Table 23. Global Professional A2P SMS Revenue Market Share by Manufacturers (2018-2023)

Table 24. Global Professional A2P SMS Industry Manufacturers Ranking, 2021 VS 2022 VS 2023

Table 25. Global Key Players of Professional A2P SMS, Headquarters and Area Served

Table 26. Global Professional A2P SMS Manufacturers, Product Type & Application

Table 27. Global Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 28. Global Professional A2P SMS by Manufacturers Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue of 2022)

Table 29. Manufacturers Mergers & Acquisitions, Expansion Plans

Table 30. North America Professional A2P SMS Market Growth Rate by Country: 2018 VS 2022 VS 2029 (US\$ Million)

Table 31. North America Professional A2P SMS Market Size by Country (2018-2023) & (US\$ Million)

Table 32. North America Professional A2P SMS Market Size by Country (2024-2029) & (US\$ Million)

Table 33. Europe Professional A2P SMS Market Growth Rate by Country: 2018 VS 2022 VS 2029 (US\$ Million)

Table 34. Europe Professional A2P SMS Market Size by Country (2018-2023) & (US\$ Million)

Table 35. Europe Professional A2P SMS Market Size by Country (2024-2029) & (US\$ Million)

Table 36. Asia-Pacific Professional A2P SMS Market Growth Rate by Country: 2018 VS 2022 VS 2029 (US\$ Million)

Table 37. Asia-Pacific Professional A2P SMS Market Size by Country (2018-2023) & (US\$ Million)

Table 38. Asia-Pacific Professional A2P SMS Market Size by Country (2024-2029) & (US\$ Million)

Table 39. Latin America Professional A2P SMS Market Growth Rate by Country: 2018 VS 2022 VS 2029 (US\$ Million)

Table 40. Latin America Professional A2P SMS Market Size by Country (2018-2023) & (US\$ Million)

Table 41. Latin America Professional A2P SMS Market Size by Country (2024-2029) & (US\$ Million)

Table 42. Middle East & Africa Professional A2P SMS Market Growth Rate by Country: 2018 VS 2022 VS 2029 (US\$ Million)

Table 43. Middle East & Africa Professional A2P SMS Market Size by Country (2018-2023) & (US\$ Million)

Table 44. Middle East & Africa Professional A2P SMS Market Size by Country (2024-2029) & (US\$ Million)

Table 45. Twilio Company Detail

- Table 46. Twilio Business Overview
- Table 47. Twilio Professional A2P SMS Product
- Table 48. Twilio Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)
- Table 49. Twilio Recent Development
- Table 50. Infobip Company Detail
- Table 51. Infobip Business Overview
- Table 52. Infobip Professional A2P SMS Product
- Table 53. Infobip Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)
- Table 54. Infobip Recent Development
- Table 55. Sinch Company Detail
- Table 56. Sinch Business Overview
- Table 57. Sinch Professional A2P SMS Product
- Table 58. Sinch Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)
- Table 59. Sinch Recent Development
- Table 60. SAP Digital Interconnect Company Detail
- Table 61. SAP Digital Interconnect Business Overview
- Table 62. SAP Digital Interconnect Professional A2P SMS Product
- Table 63. SAP Digital Interconnect Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)
- Table 64. SAP Digital Interconnect Recent Development
- Table 65. Telesign Company Detail
- Table 66. Telesign Business Overview
- Table 67. Telesign Professional A2P SMS Product
- Table 68. Telesign Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)
- Table 69. Telesign Recent Development
- Table 70. MessageBird Company Detail
- Table 71. MessageBird Business Overview
- Table 72. MessageBird Professional A2P SMS Product
- Table 73. MessageBird Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)
- Table 74. MessageBird Recent Development
- Table 75. OpenMarket Company Detail
- Table 76. OpenMarket Business Overview
- Table 77. OpenMarket Professional A2P SMS Product
- Table 78. OpenMarket Revenue in Professional A2P SMS Business (2017-2022) &

(US\$ Million)

Table 79. OpenMarket Recent Development

Table 80. Wavy Company Detail

Table 81. Wavy Business Overview

Table 82. Wavy Professional A2P SMS Product

Table 83. Wavy Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)

Table 84. Wavy Recent Development

Table 85. Zenvia Company Detail

Table 86. Zenvia Business Overview

Table 87. Zenvia Professional A2P SMS Product

Table 88. Zenvia Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)

Table 89. Zenvia Recent Development

Table 90. Vibes Company Detail

Table 91. Vibes Business Overview

Table 92. Vibes Professional A2P SMS Product

Table 93. Vibes Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)

Table 94. Vibes Recent Development

Table 95. Plivo Company Detail

Table 96. Plivo Business Overview

Table 97. Plivo Professional A2P SMSProduct

Table 98. Plivo Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)

Table 99. Plivo Recent Development

Table 100. Mitto Company Detail

Table 101. Mitto Business Overview

Table 102. Mitto Professional A2P SMSProduct

Table 103. Mitto Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)

Table 104. Mitto Recent Development

Table 105. Genesys Telecommunications Company Detail

Table 106. Genesys Telecommunications Business Overview

Table 107. Genesys Telecommunications Professional A2P SMSProduct

Table 108. Genesys Telecommunications Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)

Table 109. Genesys Telecommunications Recent Development

Table 110. Route Mobile Limited Company Detail

- Table 111. Route Mobile Limited Business Overview
- Table 112. Route Mobile Limited Professional A2P SMSProduct
- Table 113. Route Mobile Limited Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)
- Table 114. Route Mobile Limited Recent Development
- Table 115. Silverstreet BV Company Detail
- Table 116. Silverstreet BV Business Overview
- Table 117. Silverstreet BV Professional A2P SMSProduct
- Table 118. Silverstreet BV Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)
- Table 119. Silverstreet BV Recent Development
- Table 120. ACL Mobile Company Detail
- Table 121. ACL Mobile Business Overview
- Table 122. ACL Mobile Professional A2P SMSProduct
- Table 123. ACL Mobile Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)
- Table 124. ACL Mobile Recent Development
- Table 125. Tyntec Company Detail
- Table 126. Tyntec Business Overview
- Table 127. Tyntec Professional A2P SMSProduct
- Table 128. Tyntec Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)
- Table 129. Tyntec Recent Development
- Table 130. Clickatell Company Detail
- Table 131. Clickatell Business Overview
- Table 132. Clickatell Professional A2P SMSProduct
- Table 133. Clickatell Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)
- Table 134. Clickatell Recent Development
- Table 135. Pontaltech Company Detail
- Table 136. Pontaltech Business Overview
- Table 137. Pontaltech Professional A2P SMSProduct
- Table 138. Pontaltech Revenue in Professional A2P SMS Business (2017-2022) & (US\$ Million)
- Table 139. Pontaltech Recent Development
- Table 140. TXTImpact Company Detail
- Table 141. TXTImpact Business Overview
- Table 142. TXTImpact Professional A2P SMSProduct
- Table 143. TXTImpact Revenue in Professional A2P SMS Business (2017-2022) &

(US\$ Million)

Table 144. TXTImpact Recent Development

Table 145. Twilio Company Information

Table 146. Twilio Business Overview

Table 147. Twilio Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 148. Twilio Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 149. Twilio Recent Development

Table 150. Infobip Company Information

Table 151. Infobip Business Overview

Table 152. Infobip Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 153. Infobip Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 154. Infobip Recent Development

Table 155. Sinch Company Information

Table 156. Sinch Business Overview

Table 157. Sinch Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 158. Sinch Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 159. Sinch Recent Development

Table 160. SAP Digital Interconnect Company Information

Table 161. SAP Digital Interconnect Business Overview

Table 162. SAP Digital Interconnect Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 163. SAP Digital Interconnect Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 164. SAP Digital Interconnect Recent Development

Table 165. Telesign Company Information

Table 166. Telesign Business Overview

Table 167. Telesign Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 168. Telesign Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 169. Telesign Recent Development

Table 170. MessageBird Company Information

Table 171. MessageBird Business Overview

Table 172. MessageBird Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 173. MessageBird Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 174. MessageBird Recent Development

Table 175. OpenMarket Company Information

Table 176. OpenMarket Business Overview

Table 177. OpenMarket Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 178. OpenMarket Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 179. OpenMarket Recent Development

Table 180. Wavy Company Information

Table 181. Wavy Business Overview

Table 182. Wavy Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 183. Wavy Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 184. Wavy Recent Development

Table 185. Zenvia Company Information

Table 186. Zenvia Business Overview

Table 187. Zenvia Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 188. Zenvia Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 189. Zenvia Recent Development

Table 190. Vibes Company Information

Table 191. Vibes Business Overview

Table 192. Vibes Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 193. Vibes Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 194. Vibes Recent Development

Table 195. Plivo Company Information

Table 196. Plivo Business Overview

Table 197. Plivo Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 198. Plivo Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 199. Plivo Recent Development

Table 200. Mitto Company Information

Table 201. Mitto Business Overview

Table 202. Mitto Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 203. Mitto Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 204. Mitto Recent Development

Table 205. Genesys Telecommunications Company Information

Table 206. Genesys Telecommunications Business Overview

Table 207. Genesys Telecommunications Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 208. Genesys Telecommunications Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 209. Genesys Telecommunications Recent Development

Table 210. Route Mobile Limited Company Information

Table 211. Route Mobile Limited Business Overview

Table 212. Route Mobile Limited Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 213. Route Mobile Limited Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 214. Route Mobile Limited Recent Development

Table 215. Silverstreet BV Company Information

Table 216. Silverstreet BV Business Overview

Table 217. Silverstreet BV Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 218. Silverstreet BV Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 219. Silverstreet BV Recent Development

Table 220. ACL Mobile Company Information

Table 221. ACL Mobile Business Overview

Table 222. ACL Mobile Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 223. ACL Mobile Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 224. ACL Mobile Recent Development

Table 225. Tyntec Company Information

Table 226. Tyntec Business Overview

Table 227. Tyntec Professional A2P SMS Revenue in Professional A2P SMS Business

(2018-2023) & (US\$ Million)

Table 228. Tyntec Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 229. Tyntec Recent Development

Table 230. Clickatell Company Information

Table 231. Clickatell Business Overview

Table 232. Clickatell Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 233. Clickatell Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 234. Clickatell Recent Development

Table 235. Pontaltech Company Information

Table 236. Pontaltech Business Overview

Table 237. Pontaltech Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 238. Pontaltech Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 239. Pontaltech Recent Development

Table 240. TXTImpact Company Information

Table 241. TXTImpact Business Overview

Table 242. TXTImpact Professional A2P SMS Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million)

Table 243. TXTImpact Revenue in Professional A2P SMS Business (2018-2023) & (US\$ Million) Portfolio

Table 244. TXTImpact Recent Development

Table 245. Authors 12. List of This Report

List Of Figures

LIST OF FIGURES

Figure 1. Research Methodology

Figure 2. Research Process

Figure 3. Key Executives Interviewed

Figure 4. Professional A2P SMS Product Picture

Figure 5. Global Professional A2P SMS Market Size Comparison by Type (2023-2029) & (US\$ Million)

Figure 6. Global Professional A2P SMS Market Share by Type: 2022 VS 2029

Figure 7. CRM Product Picture

Figure 8. Promotions Product Picture

Figure 9. Pushed Content Product Picture

Figure 10. Interactive Product Picture

Figure 11. Others Product Picture

Figure 12. Global Professional A2P SMS Market Size by Application (2023-2029) & (US\$ Million)

Figure 13. Global Professional A2P SMS Market Share by Application: 2022 VS 2029

Figure 14. BFSI Product Picture

Figure 15. Media Product Picture

Figure 16. Retail Product Picture

Figure 17. Travel & Leisure Product Picture

Figure 18. Public Sectors Product Picture

Figure 19. Logistics Product Picture

Figure 20. Healthcare Product Picture

Figure 21. Others Product Picture

Figure 22. Global Professional A2P SMS Market Size (US\$ Million), Year-over-Year: 2018-2029

Figure 23. Global Professional A2P SMS Market Size, (US\$ Million), 2018 VS 2022 VS 2029

Figure 24. Global Professional A2P SMS Market Share by Region: 2022 VS 2029

Figure 25. Global Professional A2P SMS Market Share by Players in 2022

Figure 26. Global Professional A2P SMS Players, Date of Enter into This Industry

Figure 27. Global Top 5 and 10 Professional A2P SMS Players Market Share by Revenue in 2022

Figure 28. Players Type (Tier 1, Tier 2, and Tier 3): 2018 VS 2022

Figure 29. North America Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 30. North America Professional A2P SMS Market Share by Country (2018-2029)

Figure 31. United States Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 32. Canada Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 33. Europe Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 34. Europe Professional A2P SMS Market Share by Country (2018-2029)

Figure 35. Germany Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 36. France Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 37. U.K. Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 38. Italy Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 39. Russia Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 40. Nordic Countries Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 41. Asia-Pacific Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 42. Asia-Pacific Professional A2P SMS Market Share by Country (2018-2029)

Figure 43. China Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 44. Japan Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 45. South Korea Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 46. Southeast Asia Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 47. India Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 48. Australia Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 49. Latin America Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 50. Latin America Professional A2P SMS Market Share by Country (2018-2029)

Figure 51. Mexico Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Million)

Figure 52. Brazil Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 53. Middle East & Africa Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 54. Middle East & Africa Professional A2P SMS Market Share by Country (2018-2029)

Figure 55. Turkey Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 56. Saudi Arabia Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 57. UAE Professional A2P SMS Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 58. Twilio Revenue Growth Rate in Professional A2P SMS Business (2018-2023)

Figure 59. Infobip Revenue Growth Rate in Professional A2P SMS Business (2018-2023)

Figure 60. Sinch Revenue Growth Rate in Professional A2P SMS Business (2018-2023)

Figure 61. SAP Digital Interconnect Revenue Growth Rate in Professional A2P SMS Business (2018-2023)

Figure 62. Telesign Revenue Growth Rate in Professional A2P SMS Business (2018-2023)

Figure 63. MessageBird Revenue Growth Rate in Professional A2P SMS Business (2018-2023)

Figure 64. OpenMarket Revenue Growth Rate in Professional A2P SMS Business (2018-2023)

Figure 65. Wavy Revenue Growth Rate in Professional A2P SMS Business (2018-2023)

Figure 66. Zenvia Revenue Growth Rate in Professional A2P SMS Business (2018-2023)

Figure 67. Vibes Revenue Growth Rate in Professional A2P SMS Business (2018-2023)

Figure 68. Plivo Revenue Growth Rate in Professional A2P SMS Business (2018-2023)

Figure 69. Mitto Revenue Growth Rate in Professional A2P SMS Business (2018-2023)

Figure 70. Genesys Telecommunications Revenue Growth Rate in Professional A2P SMS Business (2018-2023)

Figure 71. Route Mobile Limited Revenue Growth Rate in Professional A2P SMS Business (2018-2023)

Figure 72. Silverstreet BV Revenue Growth Rate in Professional A2P SMS Business (2018-2023)

Figure 73. ACL Mobile Revenue Growth Rate in Professional A2P SMS Business

(2018-2023)

Figure 74. Tyntec Revenue Growth Rate in Professional A2P SMS Business

(2018-2023)

Figure 75. Clickatell Revenue Growth Rate in Professional A2P SMS Business

(2018-2023)

Figure 76. Pontaltech Revenue Growth Rate in Professional A2P SMS Business

(2018-2023)

Figure 77. TXTImpact Revenue Growth Rate in Professional A2P SMS Business

(2018-2023)

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