

Global A2P Messaging Market Size Study, By Application (Authentication Services, Promotional & Marketing Services, Customer Relationship Management Services, Pushed Content Services, Interactive Messaging Services, Notification & Alerts), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G0240170BFD5EN.html>

Date: February 2025

Pages: 285

Price: US\$ 4,950.00 (Single User License)

ID: G0240170BFD5EN

Abstracts

The Global A2P Messaging Market is valued at approximately USD 70.97 billion in 2023 and is anticipated to grow at a modest compound annual growth rate (CAGR) of 3.0% during the forecast period 2024-2032. Application-to-Person (A2P) messaging has emerged as a transformative communication channel, enabling enterprises to deliver essential information, notifications, and promotional content directly to users' mobile devices. With its widespread application in authentication services, marketing campaigns, and transactional messaging, A2P messaging continues to play a pivotal role in bridging the communication gap between businesses and customers.

The demand for A2P messaging is underpinned by the rising need for robust authentication solutions in a digitally evolving landscape. With increased adoption of two-factor authentication (2FA) for securing online transactions, A2P messaging has become integral to cybersecurity frameworks. Additionally, enterprises leverage A2P messaging for customer engagement, offering real-time notifications, updates, and promotional services that drive brand loyalty and conversion rates. The rapid penetration of mobile phones globally further amplifies the reach and impact of A2P services, positioning it as a cost-effective and efficient medium for mass communication.

While the market presents promising growth opportunities, challenges such as

regulatory constraints, rising concerns over spam messages, and the increasing adoption of over-the-top (OTT) messaging platforms like WhatsApp and Viber are likely to create headwinds. Nonetheless, advancements in SMS firewall technology, coupled with innovations in message routing and analytics, are helping service providers address these challenges effectively. Moreover, the integration of artificial intelligence and machine learning into A2P platforms is enhancing personalization and optimizing delivery, fostering deeper customer engagement.

Regionally, North America dominates the market in terms of revenue, driven by technological sophistication, robust IT infrastructure, and widespread adoption of A2P solutions across industries like BFSI, healthcare, and retail. Europe also holds a significant share, bolstered by stringent data protection regulations and increased emphasis on secure communication. Meanwhile, the Asia Pacific region is expected to exhibit the fastest growth over the forecast period, propelled by rapid digitization, the proliferation of mobile devices, and increasing investments in telecommunications infrastructure in emerging economies like India, China, and Indonesia.

Major market players included in this report are:

Twilio Inc.

Syniverse Technologies LLC

AT&T Inc.

Infobip Ltd.

Sinch AB

Tata Communications Limited

Vonage Holdings Corp.

BICS SA

Orange Business Services

Monty Mobile

Genesys Telecommunications Laboratories, Inc.

Global Message Services AG

Route Mobile Limited

Mitto AG

Comviva Technologies Limited

The detailed segments and sub-segments of the market are explained below:

By Application

Authentication Services

Promotional & Marketing Services

Customer Relationship Management Services

Pushed Content Services

Interactive Messaging Services

Notification & Alerts

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024-2032

Key Takeaways:

Market estimates and forecasts spanning 10 years (2022-2032).

Comprehensive revenue analysis at global, regional, and segmental levels.

Detailed country-specific insights for major geographical regions.

Competitive landscape profiling major players and their strategies.

Strategic recommendations and insights for new entrants and incumbents.

Analysis of market trends, challenges, opportunities, and competitive structure.

Contents

CHAPTER 1. GLOBAL A2P MESSAGING MARKET EXECUTIVE SUMMARY

- 1.1. Global A2P Messaging Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Application
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL A2P MESSAGING MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL A2P MESSAGING MARKET DYNAMICS

- 3.1. Market Drivers
 - 3.1.1. Rising Need for Robust Authentication Solutions

- 3.1.2. Enhanced Customer Engagement via Real-Time Messaging
- 3.1.3. Rapid Mobile Penetration and Digital Transformation
- 3.2. Market Challenges
 - 3.2.1. Regulatory Constraints and Data Protection Concerns
 - 3.2.2. Rising Issues of Spam and Message Delivery Efficiency
- 3.3. Market Opportunities
 - 3.3.1. Adoption of AI and Machine Learning in Messaging Analytics
 - 3.3.2. Expanding Use Cases in Emerging Economies
 - 3.3.3. Integration with Omnichannel Communication Strategies

CHAPTER 4. GLOBAL A2P MESSAGING MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model
 - 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
 - 4.2.5. Environmental
 - 4.2.6. Legal
- 4.3. Top Investment Opportunity
- 4.4. Top Winning Strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL A2P MESSAGING MARKET SIZE & FORECASTS BY APPLICATION 2022-2032

- 5.1. Segment Dashboard
- 5.2. Global A2P Messaging Market: Application Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

- 5.2.1. Authentication Services
- 5.2.2. Promotional & Marketing Services
- 5.2.3. Customer Relationship Management Services
- 5.2.4. Pushed Content Services
- 5.2.5. Interactive Messaging Services
- 5.2.6. Notification & Alerts

CHAPTER 6. GLOBAL A2P MESSAGING MARKET SIZE & FORECASTS BY REGION 2022-2032

- 6.1. North America A2P Messaging Market
 - 6.1.1. U.S. A2P Messaging Market
 - 6.1.1.1. Application Breakdown: Size & Forecasts, 2022-2032
 - 6.1.2. Canada A2P Messaging Market
- 6.2. Europe A2P Messaging Market
 - 6.2.1. UK A2P Messaging Market
 - 6.2.2. Germany A2P Messaging Market
 - 6.2.3. France A2P Messaging Market
 - 6.2.4. Spain A2P Messaging Market
 - 6.2.5. Italy A2P Messaging Market
 - 6.2.6. Rest of Europe A2P Messaging Market
- 6.3. Asia Pacific A2P Messaging Market
 - 6.3.1. China A2P Messaging Market
 - 6.3.2. India A2P Messaging Market
 - 6.3.3. Japan A2P Messaging Market
 - 6.3.4. Australia A2P Messaging Market
 - 6.3.5. South Korea A2P Messaging Market
 - 6.3.6. Rest of Asia Pacific A2P Messaging Market
- 6.4. Latin America A2P Messaging Market
 - 6.4.1. Brazil A2P Messaging Market
 - 6.4.2. Mexico A2P Messaging Market
 - 6.4.3. Rest of Latin America A2P Messaging Market
- 6.5. Middle East & Africa A2P Messaging Market
 - 6.5.1. Saudi Arabia A2P Messaging Market
 - 6.5.2. South Africa A2P Messaging Market
 - 6.5.3. Rest of Middle East & Africa A2P Messaging Market

CHAPTER 7. COMPETITIVE INTELLIGENCE

- 7.1. Key Company SWOT Analysis
 - 7.1.1. Twilio Inc.
 - 7.1.2. Syniverse Technologies LLC
 - 7.1.3. AT&T Inc.
- 7.2. Top Market Strategies
- 7.3. Company Profiles
 - 7.3.1. Twilio Inc.
 - 7.3.1.1. Key Information
 - 7.3.1.2. Overview
 - 7.3.1.3. Financial
- Table of Contents

CHAPTER 1. GLOBAL A2P MESSAGING MARKET EXECUTIVE SUMMARY

- 1.1. Global A2P Messaging Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Application
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL A2P MESSAGING MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements

- 2.3.4.3. Environmental Considerations
- 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL A2P MESSAGING MARKET DYNAMICS

- 3.1. Market Drivers
 - 3.1.1. Rising Demand for Robust Authentication Solutions
 - 3.1.2. Enhanced Customer Engagement through Real-Time Messaging
 - 3.1.3. Expanding Mobile Penetration and Digital Communication
- 3.2. Market Challenges
 - 3.2.1. Regulatory Constraints and Data Protection Issues
 - 3.2.2. Increasing Concerns over Spam and Delivery Efficiency
- 3.3. Market Opportunities
 - 3.3.1. Integration of AI and Machine Learning in Messaging Platforms
 - 3.3.2. Expansion into Emerging Markets
 - 3.3.3. Adoption of Omnichannel Communication Strategies

CHAPTER 4. GLOBAL A2P MESSAGING MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model
 - 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
 - 4.2.5. Environmental
 - 4.2.6. Legal
- 4.3. Top Investment Opportunity
- 4.4. Top Winning Strategies

- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL A2P MESSAGING MARKET SIZE & FORECASTS BY APPLICATION 2022-2032

- 5.1. Segment Dashboard
- 5.2. Global A2P Messaging Market: Application Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
 - 5.2.1. Authentication Services
 - 5.2.2. Promotional & Marketing Services
 - 5.2.3. Customer Relationship Management Services
 - 5.2.4. Pushed Content Services
 - 5.2.5. Interactive Messaging Services
 - 5.2.6. Notification & Alerts

CHAPTER 6. GLOBAL A2P MESSAGING MARKET SIZE & FORECASTS BY REGION 2022-2032

- 6.1. North America A2P Messaging Market
 - 6.1.1. U.S. A2P Messaging Market
 - 6.1.1.1. Application Breakdown: Size & Forecasts, 2022-2032
 - 6.1.2. Canada A2P Messaging Market
- 6.2. Europe A2P Messaging Market
 - 6.2.1. UK A2P Messaging Market
 - 6.2.2. Germany A2P Messaging Market
 - 6.2.3. France A2P Messaging Market
 - 6.2.4. Spain A2P Messaging Market
 - 6.2.5. Italy A2P Messaging Market
 - 6.2.6. Rest of Europe A2P Messaging Market
- 6.3. Asia Pacific A2P Messaging Market
 - 6.3.1. China A2P Messaging Market
 - 6.3.2. India A2P Messaging Market
 - 6.3.3. Japan A2P Messaging Market
 - 6.3.4. Australia A2P Messaging Market
 - 6.3.5. South Korea A2P Messaging Market
 - 6.3.6. Rest of Asia Pacific A2P Messaging Market
- 6.4. Latin America A2P Messaging Market

- 6.4.1. Brazil A2P Messaging Market
- 6.4.2. Mexico A2P Messaging Market
- 6.4.3. Rest of Latin America A2P Messaging Market
- 6.5. Middle East & Africa A2P Messaging Market
 - 6.5.1. Saudi Arabia A2P Messaging Market
 - 6.5.2. South Africa A2P Messaging Market
 - 6.5.3. Rest of Middle East & Africa A2P Messaging Market

CHAPTER 7. COMPETITIVE INTELLIGENCE

- 7.1. Key Company SWOT Analysis
 - 7.1.1. Twilio Inc.
 - 7.1.2. Syniverse Technologies LLC
 - 7.1.3. AT&T Inc.
- 7.2. Top Market Strategies
- 7.3. Company Profiles
 - 7.3.1. Twilio Inc.
 - 7.3.1.1. Key Information
 - 7.3.1.2. Overview
 - 7.3.1.3. Financial (Subject to Data Availability)
 - 7.3.1.4. Product Summary
 - 7.3.1.5. Market Strategies
 - 7.3.2. Infobip Ltd.
 - 7.3.3. Sinch AB
 - 7.3.4. Tata Communications Limited
 - 7.3.5. Vonage Holdings Corp.
 - 7.3.6. BICS SA
 - 7.3.7. Orange Business Services
 - 7.3.8. Monty Mobile
 - 7.3.9. Genesys Telecommunications Laboratories, Inc.
 - 7.3.10. Global Message Services AG
 - 7.3.11. Route Mobile Limited
 - 7.3.12. Mitto AG
 - 7.3.13. Comviva Technologies Limited
 - 7.3.14. [Additional companies as applicable]

CHAPTER 8. RESEARCH PROCESS

- 8.1. Research Process

8.1.1. Data Mining

8.1.2. Analysis

8.1.3. Market Estimation

8.1.4. Validation

8.1.5. Publishing

8.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global A2P Messaging Market, Report Scope

TABLE 2. Global A2P Messaging Market Estimates & Forecasts by Region 2022-2032
(USD Million/Billion)

TABLE 3. Global A2P Messaging Market Estimates & Forecasts by Application
2022-2032 (USD Million/Billion)

TABLE 4. Global A2P Messaging Market by Segment, Estimates & Forecasts,
2022-2032 (USD Million/Billion)

TABLE 5. Global A2P Messaging Market by Region, Estimates & Forecasts, 2022-2032
(USD Million/Billion)

TABLE 6. U.S. A2P Messaging Market Estimates & Forecasts, 2022-2032 (USD
Million/Billion)

TABLE 7. U.S. A2P Messaging Market Estimates & Forecasts by Application,
2022-2032 (USD Million/Billion)

TABLE 8. Canada A2P Messaging Market Estimates & Forecasts, 2022-2032 (USD
Million/Billion)

TABLE 9. Europe A2P Messaging Market Estimates & Forecasts, 2022-2032 (USD
Million/Billion)

TABLE 10. Asia Pacific A2P Messaging Market Estimates & Forecasts, 2022-2032
(USD Million/Billion)

TABLE 11. Latin America A2P Messaging Market Estimates & Forecasts, 2022-2032
(USD Million/Billion)

TABLE 12. Middle East & Africa A2P Messaging Market Estimates & Forecasts,
2022-2032 (USD Million/Billion)

... (This list is not complete; the final report contains more than 100 tables. The list may
be updated in the final deliverable.)

List Of Figures

LIST OF FIGURES

- FIG 1. Global A2P Messaging Market, Research Methodology
 - FIG 2. Global A2P Messaging Market, Market Estimation Techniques
 - FIG 3. Global Market Size Estimates & Forecast Methods
 - FIG 4. Global A2P Messaging Market, Key Trends 2023
 - FIG 5. Global A2P Messaging Market, Growth Prospects 2022-2032
 - FIG 6. Global A2P Messaging Market, Porter's 5 Force Model
 - FIG 7. Global A2P Messaging Market, PESTEL Analysis
 - FIG 8. Global A2P Messaging Market, Value Chain Analysis
 - FIG 9. Global A2P Messaging Market by Segment, 2022 & 2032 (USD Million/Billion)
 - FIG 10. Global A2P Messaging Market by Region, 2022 & 2032 (USD Million/Billion)
 - FIG 11. U.S. A2P Messaging Market by Segment, 2022 & 2032 (USD Million/Billion)
 - FIG 12. Canada A2P Messaging Market by Segment, 2022 & 2032 (USD Million/Billion)
 - FIG 13. Europe A2P Messaging Market by Segment, 2022 & 2032 (USD Million/Billion)
 - FIG 14. Asia Pacific A2P Messaging Market by Segment, 2022 & 2032 (USD Million/Billion)
 - FIG 15. Latin America A2P Messaging Market by Segment, 2022 & 2032 (USD Million/Billion)
 - FIG 16. Middle East & Africa A2P Messaging Market by Segment, 2022 & 2032 (USD Million/Billion)
 - FIG 17. Global A2P Messaging Market, Company Market Share Analysis (2023)
- ... (This list is not complete; the final report contains more than 50 figures. The list may be updated in the final deliverable.)

I would like to order

Product name: Global A2P Messaging Market Size Study, By Application (Authentication Services, Promotional & Marketing Services, Customer Relationship Management Services, Pushed Content Services, Interactive Messaging Services, Notification & Alerts), and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/G0240170BFD5EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G0240170BFD5EN.html>