

Global A2P & P2A Messaging Market Size study, by Type (A2P, P2A), by Traffic (Multi-Country, National), by Messaging Platform (Cloud API Messaging Platform, Traditional & Managed Messaging Platform), by Industry (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, Travel & Hospitality), by Application (Authentication Services, Customer Relationship Management Services, Inquiry & Search Related Services, Interactive Messages, Notifications & Alerts, Promotional & Marketing Services, Pushed Content Services, Voting & Entertainment) and Regional Forecasts 2022-2032

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Abstracts

Global A2P & P2A Messaging Market is valued at approximately USD 3.99 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 11.77% over the

forecast period 2024-2032. Application-to-Person (A2P) messaging refers to the transmission of messages from an application, that is generally managed by businesses or organizations, to an individual's mobile device. This method is extensively used for sending notifications, alerts, marketing messages, one-time passwords (OTPs), and promotional content via SMS, MMS, or in-app push notifications. Conversely, Person-to-Application (P2A) messaging allows individuals to initiate communication towards an application, commonly used for responding to A2P messages, confirming appointments, requesting information, or participating in surveys and votes.

The A2P & P2A messaging market encompasses all business sectors leveraging mobile messaging services to reach customers globally, focusing on various platforms, services, and technological advancements to optimize SMS delivery and reception. The market's growth is driven by the need to engage consumers to drive profitability, increased mobile marketing and omnichannel advertising, and the adoption of customer communication services in sectors like banking, healthcare, retail, and eCommerce. However, challenges such as local regulations, country-specific guidelines, and gray route abuse affecting telecom operators' revenue that is hindering the market growth across the globe.

Opportunities for growth include the integration of rich communication services (RCS) in the A2P messaging space, AI and machine learning for personalized messaging campaigns, and collaborations between telecom operators and over-the-top (OTT) players. The increasing demand for A2P messaging among businesses to expand their reach and the rising preference for Cloud API messaging platforms due to their flexibility and speed further support the market's expansion.

The key regions considered for the global A2P & P2A messaging market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is accounted as the dominating region in A2P & P2A messaging services due to higher smartphone penetration, a robust e-commerce sector, and advanced adoption of technologies. Whereas, the Asia Pacific region is witnessing high growth due to technological innovation, increasing mobile usage, rapid growth in mobile subscriptions, and digital inclusion initiatives. Additionally, the evolution of advanced communication services and businesses transitioning to omnichannel communication strategies are further leveraging various growth opportunities for market expansion over the forecast period of 2024-2032.

Major market players included in this report are:

Tata Communications Limited

China Telecom Global Limited

ClearSky Technologies, Inc.

Comviva Technologies Limited

Telnyx LLC

Global Message Services AG

Infobip Ltd.

LINK Mobility Group Holding ASA

Mavenir Systems, Inc.

MessageBird B.V.

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

By Type:

A2P

P2A

By Traffic:

Multi-Country

National

By Messaging Platform:

Cloud API Messaging Platform

Traditional & Managed Messaging Platform

By Industry:

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

Travel & Hospitality

By Application:

Authentication Services

Customer Relationship Management Services

Inquiry & Search Related Services

Interactive Messages

Notifications & Alerts

Promotional & Marketing Services

Pushed Content Services

Voting & Entertainment

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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