

# **Global A2P SMS Market Size Study By Application (Customer Relationship Management Services, Inquiry Related Services, Interactive Services, Pushed Content Services, and Promotional Campaigns), By End-User (BFSI, Entertainment & Media, Retail, Healthcare & Hospitality, Travel & Transport), and By Regional Forecasts, 2018-2025**

<https://marketpublishers.com/r/G93E929E9DDEN.html>

Date: July 2018

Pages: 120

Price: US\$ 3,150.00 (Single User License)

ID: G93E929E9DDEN

## **Abstracts**

Global A2P SMS Market to reach USD 86.30 billion by 2025.

Global A2P SMS Market valued approximately USD 60.11 billion in 2016 is forecasted to grow with a healthy growth rate of more than 4.10% over the forecast period 2018-2025. The major factors speculated to augment the markets are growth in e-commerce industry, growing demand across end-user industries viz gaming, media, retail, and others, and increasing internet penetration across developing regions. Application to Person or A2P SMS messaging, also known as enterprise or professional SMS, is the process of sending mobile messages from an application to a mobile user in which recipients are not expected to reply.

The regional analysis of Global A2P SMS Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia Pacific region is the leading region across the world in terms of market share. Moreover, owing to countries viz. India, Indonesia, China, and Japan, the Asia Pacific region is expected to exhibit higher growth rate / CAGR over the forecast period 2018-2025.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is

designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Application:

Customer Relationship Management Services

Inquiry Related Services

Interactive Services

Pushed Content Services

Promotional Campaigns

Other

By End-User:

Banking, Financial Services, & Insurance (BFSI)

Entertainment & Media

Retail

Healthcare & Hospitality

Travel & Transport

Others

By Regions:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China

India

Japan

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2015, 2016

Base year – 2017

Forecast period – 2018 to 2025

The industry is seeming to be fairly competitive. Some of the leading market players include Fortytwo Telecom AB., Syniverse Technologies, LLC, Symsoft AB, AMD Telecom S.A., CLX Communications AB, Cybercomm, Ogangi Corporation, Infobip Ltd, Silverstreet BV, Angkor Data Communication Group Co., Ltd., and so on. The fierce

competitiveness has made these players spend in product developments to improve the customer's requirements.

Target Audience of the A2P SMS Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

## Contents

### **CHAPTER 1. GLOBAL A2P SMS MARKET DEFINITION & SCOPE**

- 1.1. Research Objective
- 1.2. Market Definition
- 1.3. Scope of The Study
- 1.4. Years Considered for The Study
- 1.5. Currency Conversion Rates
- 1.6. Report Limitation

### **CHAPTER 2. RESEARCH METHODOLOGY**

- 2.1. Research Process
  - 2.1.1. Data Mining
  - 2.1.2. Analysis
  - 2.1.3. Market Estimation
  - 2.1.4. Validation
  - 2.1.5. Publishing
- 2.2. Research Assumption

### **CHAPTER 3. EXECUTIVE SUMMARY**

- 3.1. Global & Segmental Market Estimates & Forecasts, 2015-2025 (USD Billion)
- 3.2. Key Trends

### **CHAPTER 4. GLOBAL A2P SMS MARKET DYNAMICS**

- 4.1. Growth Prospects
  - 4.1.1. Drivers
  - 4.1.2. Restraints
  - 4.1.3. Opportunities
- 4.2. Industry Analysis
  - 4.2.1. Porter's 5 Force Model
  - 4.2.2. PEST Analysis
  - 4.2.3. Value Chain Analysis
- 4.3. Analyst Recommendation & Conclusion

### **CHAPTER 5. GLOBAL A2P SMS MARKET BY APPLICATION**

- 5.1. Market Snapshot
- 5.2. Market Performance - Potential Model
- 5.3. A2P SMS Market, Sub Segment Analysis
  - 5.3.1. Customer Relationship Management Services
    - 5.3.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 5.3.1.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 5.3.2. Inquiry Related Services
    - 5.3.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 5.3.2.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 5.3.3. Interactive Services
    - 5.3.3.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 5.3.3.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 5.3.4. Pushed Content Services
    - 5.3.4.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 5.3.4.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 5.3.5. Promotional Campaigns
    - 5.3.5.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 5.3.5.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 5.3.6. Others
    - 5.3.6.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 5.3.6.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)

## **CHAPTER 6. GLOBAL A2P SMS MARKET BY END-USER**

- 6.1. Market Snapshot
- 6.2. Market Performance - Potential Model
- 6.3. A2P SMS Market, Sub Segment Analysis
  - 6.3.1. Banking, Financial Services, & Insurance (BFSI)
    - 6.3.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 6.3.1.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 6.3.2. Entertainment & Media
    - 6.3.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 6.3.2.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 6.3.3. Retail
    - 6.3.3.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 6.3.3.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 6.3.4. Healthcare & Hospitality
    - 6.3.4.1. Market estimates & forecasts, 2015-2025 (USD Billion)

- 6.3.4.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 6.3.5. Travel & Transport
  - 6.3.5.1. Market estimates & forecasts, 2015-2025 (USD Billion)
  - 6.3.5.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 6.3.6. Others
  - 6.3.6.1. Market estimates & forecasts, 2015-2025 (USD Billion)
  - 6.3.6.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)

## **CHAPTER 7. GLOBAL A2P SMS MARKET, REGIONAL ANALYSIS**

- 7.1. A2P SMS Market, Regional Market Snapshot (2015-2025)
- 7.2. North America A2P SMS Market Snapshot
  - 7.2.1. U.S.
    - 7.2.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.2.1.2. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.2.1.3. End-User breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 7.2.2. Canada
    - 7.2.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.2.2.2. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.2.2.3. End-User breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 7.3. Europe A2P SMS Market Snapshot
  - 7.3.1. U.K.
    - 7.3.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.3.1.2. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.3.1.3. End-User breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 7.3.2. Germany
    - 7.3.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.3.2.2. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.3.2.3. End-User breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 7.3.3. France
    - 7.3.3.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.3.3.2. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.3.3.3. End-User breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 7.3.4. Rest of Europe
    - 7.3.4.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.3.4.2. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.3.4.3. End-User breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 7.4. Asia A2P SMS Market Snapshot
  - 7.4.1. China A2P SMS Market Size Estimates & Forecasts, 2015-2025 (USD Billion)

- 7.4.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
- 7.4.1.2. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 7.4.1.3. End-User breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 7.4.2. India
  - 7.4.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
  - 7.4.2.2. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 7.4.2.3. End-User breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 7.4.3. Japan
  - 7.4.3.1. Market estimates & forecasts, 2015-2025 (USD Billion)
  - 7.4.3.2. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 7.4.3.3. End-User breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 7.4.4. Rest of Asia Pacific
  - 7.4.4.1. Market estimates & forecasts, 2015-2025 (USD Billion)
  - 7.4.4.2. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 7.4.4.3. End-User breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 7.5. Latin America A2P SMS Market Snapshot
  - 7.5.1. Brazil
    - 7.5.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.5.1.2. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.5.1.3. End-User breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 7.5.2. Mexico
    - 7.5.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.5.2.2. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.5.2.3. End-User breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 7.6. Rest of The World
  - 7.6.1. South America
    - 7.6.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.6.1.2. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.6.1.3. End-User breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 7.6.2. Middle East and Africa
    - 7.6.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.6.2.2. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.6.2.3. End-User breakdown estimates & forecasts, 2015-2025 (USD Billion)

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Company Market Share (Subject to Data Availability)
- 8.2. Top Market Strategies
- 8.3. Company Profiles



- 8.3.1. Fortytwo Telecom AB.
  - 8.3.1.1. Overview
  - 8.3.1.2. Financial (Subject to Data Availability)
  - 8.3.1.3. Product Summary
  - 8.3.1.4. Recent Developments
- 8.3.2. Syniverse Technologies, LLC.
- 8.3.3. Symsoft AB
- 8.3.4. AMD Telecom S.A.
- 8.3.5. CLX Communications AB
- 8.3.6. Cybercomm
- 8.3.7. Ogangi Corporation
- 8.3.8. Infobip Ltd.
- 8.3.9. Silverstreet BV
- 8.3.10. Angkor Data Communication Group Co., Ltd.

## I would like to order

Product name: Global A2P SMS Market Size Study By Application (Customer Relationship Management Services, Inquiry Related Services, Interactive Services, Pushed Content Services, and Promotional Campaigns), By End-User (BFSI, Entertainment & Media, Retail, Healthcare & Hospitality, Travel & Transport), and By Regional Forecasts, 2018-2025

Product link: <https://marketpublishers.com/r/G93E929E9DDEN.html>

Price: US\$ 3,150.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G93E929E9DDEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970