

Global Premium Messaging Market Size Study & Forecast, by Message Type, Messaging Platform, End User, Application, Device Type and Regional Forecasts 2025-2035

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Abstracts

The Global Premium Messaging Market is valued at approximately USD 102.03 billion in 2024 and is projected to surge with a robust CAGR of 15.42% throughout the forecast period from 2025 to 2035. Premium messaging has transformed from a niche communication service into a cornerstone of brand engagement, customer support, and digital commerce across both emerging and mature economies. As businesses worldwide are compelled to reimagine customer interaction models in a mobile-first ecosystem, premium messaging platforms are rising as strategic enablers of hyper-personalized and secure communication. These platforms leverage advanced messaging protocols like RCS (Rich Communication Services), chatbots, and multimedia messaging to deliver dynamic, real-time experiences that transcend traditional SMS.

The market is experiencing tremendous momentum due to the widespread integration of messaging into enterprise workflows, especially in marketing campaigns, customer service automation, mobile banking alerts, and healthcare appointment reminders. The proliferation of smartphones, combined with consumers' increasing receptiveness to opt-in messaging for transactional and promotional purposes, is further amplifying market demand. Companies are leveraging WhatsApp Business APIs, Apple iMessage integrations, and WeChat ecosystem capabilities to push tailored content and offers. Moreover, the intersection of AI with messaging platforms has facilitated contextual understanding and conversational commerce at scale, deepening customer engagement and driving monetization through value-added services.

Regionally, North America is poised to maintain its leadership in the premium messaging market due to high smartphone penetration, mature digital infrastructure, and early enterprise adoption of AI-driven messaging platforms. The United States, in particular, continues to be a hub for messaging innovation, with large-scale investments in omnichannel marketing and customer retention technologies. Meanwhile, Asia Pacific is anticipated to exhibit the fastest growth over the forecast horizon, bolstered by explosive mobile subscriber growth, government digitization initiatives, and the ubiquity of apps like WeChat, Line, and Telegram in countries such as China, India, and Indonesia. Europe is also experiencing a surge in enterprise messaging deployments, driven by GDPR-compliant communication protocols and increased demand from sectors like e-commerce and finance.

Major market player included in this report are:

Twilio Inc.

Vodafone Group Plc

Meta Platforms, Inc.

Google LLC

Apple Inc.

Infobip Ltd.

AT&T Inc.

Microsoft Corporation

Tencent Holdings Ltd.

Orange S.A.

SAP SE

Sinch AB

Amazon Web Services, Inc.

Rakuten Viber

Cisco Systems Inc.

Global Premium Messaging Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

By Message Type:

Text Messages (SMS)

Multimedia Messages (MMS)

Rich Communications Services (RCS)

Video Messages

Chatbot-Based Messages

By Messaging Platform:

Apple iMessage

WhatsApp

Telegram

WeChat

Snapchat

By End User:

Consumers

Businesses

Government Agencies

By Application:

Marketing and Promotions

Customer Service

Mobile Payments

Healthcare

Education

By Device Type:

Smartphones

Tablets

Feature Phones

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

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

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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