

Global SMS Firewall Market Size study, by SMS Type (A2P Messaging, P2A Messaging) By SMS Traffic (SMS Exchange, International Exchange, Others) By Messaging Platform (Cloud, Traditional) and Regional Forecasts 2019-2026

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Abstracts

Global SMS Firewall Market is valued approximately USD 1.9 billion in 2018 and is anticipated to grow with a healthy growth rate of more than 10.36 % over the forecast period 2019-2026. The SMS firewall refers to the solution that helps in protecting and blocking illegal SMS traffic through the use of SMS aggregators and MNOs (Mobile Network Operators). With the increasing data traffic, the network operators receive large volume of spam messages that block the network bandwidth and negatively impact the service quality. SMS firewall help Mobile network operators to overcome this problem, reduce operational cost and also to enhance the customer service experience. As per Communications Fraud Control Association Telecom fraud which consists of Voice frauds and SMS frauds amounted to a loss of USD 30 billion in revenue across the globe. Growing security and privacy concerns across the globe coupled with stringent regulations are spurring the demand for SMS firewall market. Apart from this, growing trend of mobile marketing is expected to create significant growth opportunity in the market over the forecast period. However, Technical Anomalies impedes the growth of the market over the forecast period of 2019-2026.

The regional analysis of global SMS Firewall market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to large scale implementation of SMS firewall solutions by SMS and MNOs. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2019-2026. Factors such as increasing adoption of A2P messages

across different industry verticals such as e-commerce, travel, banking and more and implementation of strong rules and regulation for SMS spam traffic would create lucrative growth prospects for the SMS Firewall market across Asia-Pacific region.

Major market player included in this report are:

- Cellusys
- Symsoft
- Route Mobile Limited
- Anam Technologies
- Belgacom ICS (BICS)
- Tyntec
- SAP
- Mahindra ComViva
- Tata Communications
- Twilio

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 SMS Type:

- A2P Messaging
- P2A Messaging

By SMS Traffic:

- SMS Exchange
- International Exchange
- Others

By Messaging Platform:

- Cloud
- Traditional

By Region:

- 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 – 2016, 2017

Base year – 2018

Forecast period – 2019 to 2026

Target Audience of the Global SMS Firewall Market in 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

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