

# Global A2P Messaging Market: Size and Forecasts with Impact Analysis of Covid-19 (2021-2025 Edition)

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## Abstracts

The report entitled “Global A2P Messaging Market: Size and Forecasts with Impact Analysis of Covid-19 (2021-2025 Edition)”, provides analysis of the global A2P messaging market size in terms of traffic, value, verticals and component. The report includes the detailed regional analysis, covering market size and growth for A2P messaging market for the regions of Asia Pacific, North America, Europe and Latin America and Middle East and Africa (MEA).

Growth of the overall global A2P messaging market has also been forecasted for the period 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. The global A2P messaging market is highly fragmented with various players. Bandwidth Inc., Sinch Group, Infobip Ltd. and Twilio are some of the key players operating in the A2P messaging market, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the companies are provided.

### Region Coverage

North America

Europe

Asia Pacific

Latin America and MEA

## Company Coverage

Bandwidth Inc.

Sinch Group

Infobip Ltd.

Twilio

## Executive Summary

A2P messaging implies application to person messaging. An A2P SMS is an SMS message which is sent from a web based application, to a mobile subscriber. There are many uses of A2P messages, such as alerts, notification, banking updates, onetime password, appointment reminders, etc.

The A2P messaging market can be segmented on the basis of traffic, tools, application and verticals. On the basis of traffic, the market can be divided into national SMS and multi-country SMS. On the basis of tools, the A2P messaging can be divided into cloud API messaging platform and traditional and managed messaging services. The different verticals in which A2P messaging is used are: health, hospitality, retail, transport, gaming, financial institutions and others. The A2P messaging has various applications, such as push content services, interactive services, promotional campaigns, CRM services and others.

The global A2P messaging market has increased with a healthy growth rate since the last few years and is estimated to continue with its growing trend in the forecast period (2021-2025). The global A2P messaging market is supported by various growth drivers, such as increasing population, rising smartphone connections, increasing mobile payments market, growing retail industry, the use of SMS for marketing and customer relation management. Yet, the market faces certain challenges, such as mobile malware, challenges for MNOs, etc.

Spike in usage of RCS across various industries and RCS Message as a Platform (MaaP) are some of the latest trends in the market. The Covid-19 pandemic has changed the demand outlook for A2P services. A2P traffic from retail, airlines and hotels sector is on all-time low. This is because of lockdowns. Lockdowns have put brakes on

use of A2P for sending brand promotional messages and other notifications pertaining to some transactions. Ticketing or new offers that emanated from these sectors. On the other hand, A2P traffic from healthcare and banking sectors has surged significantly.

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