

UK A2P Messaging Market: Size and Forecasts with Impact Analysis of Covid-19 (2020-2024)

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Abstracts

Scope of the Report

The report entitled "UK A2P Messaging Market: Size and Forecasts with Impact Analysis of Covid-19 (2020-2024)", provides analysis of the UK A2P messaging market size in terms of traffic, value and segments. The report includes the detailed UK analysis, covering market size and growth for A2P messaging market.

Moreover, the report also evaluates the major opportunities in the market and outlines the factors that are and would be driving the growth of the industry. Growth of the overall UK A2P messaging has also been forecasted for the years 2020-2024, taking into consideration the previous growth patterns, the growth drivers and the current & future trends.

Some of the major players operating in UK A2P messaging market are The Carlyle Group (Syniverse Technologies), Sinch Group, Vonage Holding Corp. and Infobip Ltd., whose company profiling has been done in the report. Furthermore, in this segment of the report, business overview, financial overview and business strategies of the respective companies are also provided.

Company Coverage

The Carlyle Group (Syniverse Technologies)

Sinch Group

Vonage Holding Corp.

Infobip Ltd.

Executive Summary

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 UK A2P messaging market has increased with a healthy growth rate since the last few years and is estimated to continue with its growing trend during the forecast period (2020-2024). The UK A2P messaging market is supported by various growth drivers, such as surging mobile banking, rising mobile payments, increasing smartphone connections, augmenting mobile healthcare, escalating retail e-commerce sales, etc.

However, the market faces certain challenges, some of them are as follows such as mobile malware, and challenges for MNOs. Moreover, the market would observe progressive growth owing to market trends like spike in use of rich communication services across various industries and RCS messaging as a platform (MaaP).

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