

Global A2P SMS & cPaaS Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global A2P SMS & cPaaS market size will reach 35,861 Million USD in 2025 and is projected to reach 49,294 Million USD by 2032, with a CAGR of 4.65% (2025-2032). Notably, the China A2P SMS & cPaaS market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

A2P (Application-to-Person) SMS, also known as enterprise or professional SMS, refers to the process of sending text messages from an application or software to an individual's mobile phone. It involves utilizing an SMS gateway or messaging platform to deliver automated messages such as notifications, alerts, confirmations, marketing messages, or two-factor authentication codes. A2P SMS is widely used by businesses and organizations to communicate with their customers, provide important information, and facilitate various customer interactions.

cPaaS (Communication Platform as a Service) is a cloud-based service model that enables developers and businesses to integrate communication capabilities, such as voice, video, messaging, and more, into their applications and services. It provides a set of APIs (Application Programming Interfaces) and SDKs (Software Development Kits) to simplify the integration of communication features within software applications. cPaaS platforms typically offer APIs for A2P SMS, allowing businesses to leverage messaging services to engage with their users seamlessly. By utilizing A2P SMS and cPaaS, businesses can enhance their customer communication strategies, improve

engagement, and automate processes through the power of text messaging.

The major global suppliers of A2P SMS & cPaaS include Twilio, RingCentral, Infobip, Sinch, Nexmo (Vonage), SAP Digital Interconnect, OpenMarket Inc., Telesign, MessageBird, Bandwidth, IMLmobile, Avaya OneCloud, Route Mobile Limited, Kaleyra, Wavy, Zenvia, Vibes, Plivo, CM.com, Mitto, Genesys Telecommunications, Tyntec, ACL Mobile, Soprano Design, Silverstreet BV, Alcatel Lucent Enterprise (ALE), Clickatell, Pontaltech, TXTImpact, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of A2P SMS & cPaaS. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global A2P SMS & cPaaS market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the A2P SMS & cPaaS market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of A2P SMS & cPaaS industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from

various markets monitoring database.

Global Key Suppliers of A2P SMS & cPaaS Include:

Twilio

RingCentral

Infobip

Sinch

Nexmo (Vonage)

SAP Digital Interconnect

OpenMarket Inc.

Telesign

MessageBird

Bandwidth

IMImobile

Avaya OneCloud

Route Mobile Limited

Kaleyra

Wavy

Zenvia

Vibes

Plivo

CM.com

Mitto

Genesys Telecommunications

Tyntec

ACL Mobile

Soprano Design

Silverstreet BV

Alcatel Lucent Enterprise (ALE)

Clickatell

Pontaltech

TXImpact

A2P SMS & cPaaS Product Segment Include:

A2P SMS

CPaaS (Voice)

CPaaS (Video)

CPaaS (Message excluding SMS)

A2P SMS & cPaaS Product Application Include:

BFSI

Medi

Retail

Travel & Leisure

Public Sectors

Logistics

Healthcare

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