

# Global A2P SMS 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 market size will reach 24,478 Million USD in 2025 and is projected to reach 21,356 Million USD by 2032, with a CAGR of -1.93% (2025-2032). Notably, the China A2P SMS 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 SMS, or Application-to-Person SMS, refers to the process of sending text messages from an application to an individual's mobile phone. Unlike person-to-person (P2P) SMS, which involves communication between individuals, A2P SMS is typically initiated by businesses, organizations, or service providers to deliver information, notifications, alerts, or promotional messages to users. A2P SMS is widely used across various industries for purposes such as two-factor authentication (2FA), transactional alerts (e.g., banking notifications), marketing campaigns, appointment reminders, and customer service updates. It leverages SMS gateways and APIs to automate message delivery and ensure reliable communication between applications and mobile devices, facilitating efficient and scalable messaging solutions for businesses globally.

The major global suppliers of A2P SMS include Twilio, Infobip, Sinch, Montnets, Guodu Interconnection, SAP Digital Interconnect, Telesign, MessageBird, OpenMarket Inc., Vibes, Wavy, Mandao Technology, Plivo, Zenvia, Emay Softcom, Mitto, Genesys Telecommunications, Route Mobile Limited, Silverstreet BV, ACL Mobile, Tyntec, Clickatell, Pontaltech, TXTImpact, Tanla, Syniverse, Vonage, 3Cinteractive, Soprano,

FortyTwo, ClearSky, AMD Telecom S.A, 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. 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 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 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 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 Include:

Twilio

Infobip

Sinch

Montnets

Guodu Interconnection

SAP Digital Interconnect

Telesign

MessageBird

OpenMarket Inc.

Vibes

Wavy

Mandao Technology

Plivo

Zenvia

Ema Softcom

Mitto

Genesys Telecommunications

Route Mobile Limited

Silverstreet BV

ACL Mobile

Tyntec

Clickatell

Pontaltech

TXTImpact

Tanla

Syniverse

Vonage

3Cinteractive

Soprano

FortyTwo

ClearSky

AMD Telecom S.A

A2P SMS Product Segment Include:

Industry Application SMS

Verification Code SMS

Marketing SMS

A2P SMS Product Application Include:

BFSI

E-Business

Retailing

Tour

Government

Transportation&Logistics

Others

## **Chapter Scope**

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