

Global Enterprise 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 Enterprise A2P SMS market size will reach 24,416 Million USD in 2025 and is projected to reach 21,747 Million USD by 2032, with a CAGR of -1.64% (2025-2032). Notably, the China Enterprise 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

Enterprise A2P (Application-to-Person) SMS, also known as business A2P SMS, is a communication service that enables organizations and enterprises to send automated text messages from applications or systems to individual recipients. These messages are typically used for a wide range of purposes, including marketing, customer engagement, notifications, alerts, and authentication. Enterprise A2P SMS allows businesses to reach their customers in a personalized and efficient manner, delivering information, promotions, and transactional messages. It is a valuable tool for enhancing customer communication, increasing brand awareness, and providing time-sensitive information, and it is widely used in various industries, such as retail, finance, healthcare, and more, to improve customer engagement and streamline business processes.

The major global suppliers of Enterprise A2P SMS include Twilio, Infobip, Sinch, Montnets Cloud Technology, Guodu interconnection, SAP Digital Interconnect, Telesign, MessageBird, OpenMarket Inc., Vibes, Wavy, Beijing TrustMeDu Sci-Tech,

Plivo, Zenvia, Beijing Emay Softcom Technology, Mitto, Genesys Telecommunications, Route Mobile Limited, Silverstreet BV, ACL Mobile, Tyntec, Pontaltech, Clickatell, TXTImpact, Accrete, 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 Enterprise 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 Enterprise 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 Enterprise 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 Enterprise 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 Enterprise A2P SMS Include:

Twilio

Infobip

Sinch

Montnets Cloud Technology

Guodu interconnection

SAP Digital Interconnect

Telesign

MessageBird

OpenMarket Inc.

Vibes

Wavy

Beijing TrustMeDu Sci-Tech

Plivo

Zenvia

Beijing Emay Softcom Technology

Mitto

Genesys Telecommunications

Route Mobile Limited

Silverstreet BV

ACL Mobile

Tyntec

Pontaltech

Clickatell

TXImpact

Accrete

Enterprise A2P SMS Product Segment Include:

Industry Application SMS

SMS Verification Code

Marketing SMS

Enterprise A2P SMS Product Application Include:

BFSI

E-commerce

Retail

Travel

Government Agency

Transportation and Logistics

Others

Chapter Scope

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