

A2P messaging market: Segmented by industry vertical (Banking Financial Services, and Insurance, Retail and eCommerce, Hyperlocal Businesses, Healthcare, Travel and Hospitality, Others); by Application (Authentication, Promotional and Marketing, and CRM) and Region – Global Analysis of Market Size, Share & Trends for 2019–2020 and Forecasts to 2030

<https://marketpublishers.com/r/A671B0777202EN.html>

Date: May 2024

Pages: 178

Price: US\$ 5,000.00 (Single User License)

ID: A671B0777202EN

Abstracts

176+ Pages Research Report Global A2P messaging market to surpass USD 81 billion by 2030 from USD 61.3 billion in 2020 at a CAGR of 3.4% in the coming years, i.e., 2021-30.

Product Overview

SMS is a worldwide technique of communicating with those who do not have access to data services and are utilizing a simple feature phone. Application-to-person (A2P) SMS is a type of SMS service that is sent to mobile users from an application, usually a web application. Marketing messages, alerts, notifications, and flight alerts are all common uses for this type of SMS service. SMS is the most popular content distribution method since it can reach any network in the globe and is billed centrally. When a user sends an SMS to a web application, this is known as person-to-application (P2A) messaging.

Market Highlights

Global A2P Messaging Market is expected to project a notable CAGR of 3.4% in 2030. Enterprises, MNOs, and application developers will be able to interact directly with their customers more efficiently throughout the globe as the number of mobile subscribers

grows. MNOs want to boost their revenue by increasing their spending on A2P services. Customers using mobile phones, as one might anticipate, commonly use messaging to communicate; as a result, businesses can utilize this function to send notifications, alerts, verifications, and promotional messages to their customers. Furthermore, due to the ever-increasing mobile subscriber base, China and India have significant market shares in the A2P messaging service, which is predicted to grow during the forecast period.

Global A2P messaging market: Segments

Authentication segment to grow with the highest CAGR during 2020-30

Global A2P Messaging Market is segmented by application into Authentication, Promotional and Marketing, and CRM. Authentication services are predicted to increase at the fastest rate in the applications area over the projection period. Authentication services are mostly used to deliver authenticating messages to clients. The number of logging in and registration messages for customers is increasing in the A2P SMS industry, resulting in a strong growth rate for this area.

Banking Financial Services segment to grow with the highest CAGR during 2020-30

Global A2P messaging market is divided by industry vertical into Banking Financial Services, and Insurance, Retail, and eCommerce, Hyperlocal Businesses, Healthcare, Travel and Hospitality, Others. The BFSI segment of the A2P messaging market is expected to have a greater market size over the forecast period, based on vertical. The BFSI industry will have more opportunities to communicate with their customers as their subscriber base grows. A2P messaging enables them to interact and maintain a strong relationship with customers, from announcing transaction data to consumer activities in retail banking, as well as aiding clients with their needs. Because of the steady rise in the number of internet users and the widespread usage of smartphones, tech-savvy customers expect prompt service. In the BFSI sector, A2P communications is exploding.

Market Dynamics

Drivers

Growth in mobile subscribers

Enterprises, MNOs, and application developers will be able to interact directly with their customers more efficiently throughout the globe as the number of mobile subscribers grows. MNOs want to boost their revenue by increasing their spending on A2P services. Customers using mobile phones, as one might anticipate, commonly use messaging to communicate; as a result, businesses can utilize this function to send notifications, alerts, verifications, and promotional messages to their customers. Furthermore, due to

the ever-increasing mobile subscriber base, China and India have significant market shares in the A2P messaging service, which is predicted to grow during the forecast period.

Growing trend of mobile messaging

Enterprises may provide real-time notifications, alerts, promotional messaging, ticketing, and marketing messages to their customers through mobile marketing. Mobile marketing is extensively used across industry verticals, including BFSI, media and entertainment, travel, tourism, retail, aerospace, insurance, and healthcare, because it is one of the most simple and cost-effective communication tools for generating leads, increasing sales, and building customer relationships. As businesses use SMS messaging services to communicate with their customers and improve their experience, the immediate need to safeguard their organization's and customers' data has emerged as one of their top priorities. To enhance revenue, mobile network operators and SMS aggregators are focusing more on A2P messaging; for example, when a mobile marketer utilizes A2P messaging, businesses pay the telecom operator and SMS aggregator for their services. For the A2P messaging market to grow in the right direction, mobile marketing is a crucial opportunity.

Restraint

Stringent regulation

Because of the personal nature of text messages and the context conveyed in them, they are heavily regulated by governments around the world. Customers' concerns regarding the security supplied by corporations and MNOs in the A2P messaging arena are more important to government regulatory agencies. Regulatory rules make it illegal for businesses to send mass SMS to their clients. Enterprises, SMS aggregators, and MNOs are subject to a number of constraints when it comes to sending messages to customers, including a daily limit, a specific time window, and do-not-disturb activation by the user.

Global A2P messaging market: Key Players

TATA Communications(India)

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

AT&T(US)

Sinch(Sweden)

China Mobile (China)

Infobip(UK)
Orange (France)
Route Mobile (India)
Comviva (India)
Twilio(US)
BICS (Belgium)
Monty Mobile (UK)
Other Prominent Players

Global A2P messaging market: Regions

Global A2P Messaging Market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific and the Middle East, and Africa. Global A2P messaging market in North America held the largest market share of XX% in the year 2020. North America has been particularly quick to implement the most recent technology breakthroughs, such as cloud and mobile integration into A2P messaging solutions, in order to streamline company processes and maximize resource efficiency. The region is a leader in the deployment of A2P messaging mobile applications, which are effective in safeguarding digital document sharing and cooperation among employees or sites who are geographically dispersed. Furthermore, North America is home to a large number of technology pioneers. The headquarters of most of the major market participants, including AT&T, Verizon, and T-Mobile, are located in this region.

Global A2P messaging market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil, and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey, and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia, and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA

Global A2P messaging market report also contains analysis on:

A2P messaging market Segments:

By Application Type

Authentication

Promotional and Marketing

CRM

By Industry Vertical

Banking Financial Services, and Insurance

Retail and eCommerce

Hyperlocal Businesses

Healthcare

Travel and Hospitality

Others

A2P messaging market Dynamics

A2P messaging market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value Chain of the Market

Market Drivers and Restraints

A2P messaging Market Report Scope and Segmentation

Report Attribute Details

Market size value in 2021 USD 61.3billion

Revenue forecast in 2030 USD 81 billion

Growth Rate CAGR of 3.4% from 2021 to 2030

Base year for estimation 2020

Quantitative units Revenue in USD million and CAGR from 2021 to 2030

Report coverage Revenue forecast, company ranking, competitive landscape, growth factors, and trends

Segments covered End user, application and Region

Regional scope North America; Europe; Asia Pacific; Latin America; Middle East & Africa (MEA)

Key companies profiled AT&T(US) ,Sinch(Sweden), China Mobile (China), Infobip(UK), Orange (France), Route Mobile (India), Comviva (India), Twilio(US), BICS (Belgium), Monty Mobile (UK), Syniverse (US), Global Message Services (Switzerland), Tyntec(UK), Silverstreet (Singapore), Vonage (US), Genesys (US), TATA Communications(India) , Other Prominent Players.

Frequently Asked Questions

How big is the A2P messaging Market?

What is the A2P messaging Market growth?

Which segment accounted for the largest A2P messaging Market share?

Who are the key players in the A2P messaging market?

What are the factors driving the A2P messaging Market?

Contents

1. EXECUTIVE SUMMARY

2. GLOBAL A2P MESSAGING MARKET

- 2.1. Product Overview
- 2.2. Market Definition
- 2.3. Segmentation
- 2.4. Assumptions and Acronyms

3. RESEARCH METHODOLOGY

- 3.1. Research Objectives
- 3.2. Primary Research
- 3.3. Secondary Research
- 3.4. Forecast Model
- 3.5. Market Size Estimation

4. AVERAGE PRICING ANALYSIS

5. MACRO-ECONOMIC INDICATORS

6. MARKET DYNAMICS

- 6.1. Growth Drivers
- 6.2. Restraints
- 6.3. Opportunity
- 6.4. Trends

7. CORRELATION & REGRESSION ANALYSIS

- 7.1. Correlation Matrix
- 7.2. Regression Matrix

8. RECENT DEVELOPMENT, POLICIES & REGULATORY LANDSCAPE

9. RISK ANALYSIS

9.1. Demand Risk Analysis

9.2. Supply Risk Analysis

10. GLOBAL A2P MESSAGING MARKET ANALYSIS

10.1. Porters Five Forces

10.1.1. Threat of New Entrants

10.1.2. Bargaining Power of Suppliers

10.1.3. Threat of Substitutes

10.1.4. Rivalry

10.2. PEST Analysis

10.2.1. Political

10.2.2. Economic

10.2.3. Social

10.2.4. Technological

11. GLOBAL A2P MESSAGING MARKET

11.1. Market Size & forecast, 2020A-2030F

11.1.1. By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

11.1.2. By Volume (Million Units) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12. GLOBAL A2P MESSAGING MARKET: MARKET SEGMENTATION

12.1. By Regions

12.1.1. North America:(U.S. and Canada), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.2. Latin America: (Brazil, Mexico, Argentina, Rest of Latin America), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.3. Europe: (Germany, UK, France, Italy, Spain, BENELUX, NORDIC, Hungary, Poland, Turkey, Russia, Rest of Europe), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.4. Asia-Pacific: (China, India, Japan, South Korea, Indonesia, Malaysia, Australia, New Zealand, Rest of Asia Pacific), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.5. Middle East and Africa: (Israel, GCC, North Africa, South Africa, Rest of Middle East and Africa), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.2. By application: Market Share (2020-2030F)

- 12.2.1. Authentication, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F
- 12.2.2. Promotional and Marketing, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F
- 12.2.3. CRM, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F
- 12.3. By services: Market Share (2020-2030F)
 - 12.3.1. Banking Financial Services, and Insurance, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F
 - 12.3.2. Retail and eCommerce, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F
 - 12.3.3. Hyperlocal Businesses, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F
 - 12.3.4. Healthcare, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F
 - 12.3.5. Travel and Hospitality, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F
 - 12.3.6. Others, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

13. COMPANY PROFILE

- 13.1. TATA Communications(India)
 - 13.1.1. Company Overview
 - 13.1.2. Company Total Revenue (Financials)
 - 13.1.3. Market Potential
 - 13.1.4. Global Presence
 - 13.1.5. Key Performance Indicators
 - 13.1.6. SWOT Analysis
 - 13.1.7. Product Launch
- 13.2. AT&T(US)
- 13.3. Sinch(Sweden)
- 13.4. China Mobile (China)
- 13.5. Infobip(UK)
- 13.6. Orange (France)
- 13.7. Route Mobile (India)
- 13.8. Comviva (India)
- 13.9. Twilio(US)
- 13.10. BICS (Belgium)
- 13.11. Monty Mobile (UK)
- 13.12. Other Prominent Players

Consultant Recommendation

**The above-given segmentation and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable

I would like to order

Product name: A2P messaging market: Segmented by industry vertical (Banking Financial Services, and Insurance, Retail and eCommerce, Hyperlocal Businesses, Healthcare, Travel and Hospitality, Others); by Application (Authentication, Promotional and Marketing, and CRM) and Region – Global Analysis of Market Size, Share & Trends for 2019–2020 and Forecasts to 2030

Product link: <https://marketpublishers.com/r/A671B0777202EN.html>

Price: US\$ 5,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A671B0777202EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970