

Global A2P Messaging Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global A2P Messaging market size was valued at USD 66270 million in 2023 and is forecast to a readjusted size of USD 79750 million by 2030 with a CAGR of 2.7% during review period.

Application-to-Person messaging (A2P) is one-way SMS to which recipients are not expected to reply. When you send a text message to vote for your favorite singer on the TV talent show, you are using A2P messaging. Software applications use an API to send and receive texts.

The global A2P messaging market is driven by various growth drivers, such as increasing population, rising smartphone connections, increasing mobile payments market, growing retail industry, the use of SMS for marketing and customer relation management. Yet, the market faces certain challenges, such as grey routing, cumbersome traditional telecom infrastructure and a few challenges for MNOs (partial realization of revenue.)

The Global Info Research report includes an overview of the development of the A2P Messaging industry chain, the market status of Banking (Grey Route A2P SMS, OTT A2P Messaging), Ticketing (Grey Route A2P SMS, OTT A2P Messaging), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of A2P Messaging.

Regionally, the report analyzes the A2P Messaging markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global A2P Messaging market, with robust domestic demand, supportive policies, and a strong

manufacturing base.

Key Features:

The report presents comprehensive understanding of the A2P Messaging market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the A2P Messaging industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Grey Route A2P SMS, OTT A2P Messaging).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the A2P Messaging market.

Regional Analysis: The report involves examining the A2P Messaging market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the A2P Messaging market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to A2P Messaging:

Company Analysis: Report covers individual A2P Messaging players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards A2P Messaging This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Banking, Ticketing).

Technology Analysis: Report covers specific technologies relevant to A2P Messaging. It assesses the current state, advancements, and potential future developments in A2P Messaging areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the A2P Messaging market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

A2P Messaging market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Grey Route A2P SMS

OTT A2P Messaging

Others

Market segment by Application

Banking

Ticketing

Healthcare

Content Payments

Operator Engagement

Advertising

Retail

Market segment by players, this report covers

The Carlyle Group (Syniverse Technologies)

CLX Communications AB

Infobip Ltd.

Twilio

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe A2P Messaging product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of A2P Messaging, with revenue, gross margin and global market share of A2P Messaging from 2019 to 2024.

Chapter 3, the A2P Messaging competitive situation, revenue and global market share

of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and A2P Messaging market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of A2P Messaging.

Chapter 13, to describe A2P Messaging research findings and conclusion.

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