

# Global A2P SMS & cPaaS 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 SMS & cPaaS market size was valued at USD 30210 million in 2023 and is forecast to a readjusted size of USD 56240 million by 2030 with a CAGR of 9.3% during review period.

A2P SMS messaging is also called enterprise or professional SMS. Businesses can use it in several technical modes to communicate with consumers, authenticate users of online services, or deliver time-sensitive alerts. In all the cases, communication is initiated from a business application, and not an individual's mobile phone, as is the case with P2P SMS.

PaaS is an abbreviation for Customer-Platform-as-a-Service. A CPaaS offers application leaders a cloud-based, multi-layered middleware on which they can develop, run and distribute communications software. The platform offers APIs and integrated development environments that simplify the integration of communications capabilities (for example, voice, messaging and video) into applications, services or business processes.

Now, CPaaS platforms combine A2P messaging with an array of alternative communication channels that include voice, RCS, video calling and AI based services like chatbots. In addition, there is plenty of evidence that enterprises are on board, driven by the need to engage with consumers on the key battleground of customer service.

The competition is high, as every A2P SMS & CPaaS company wants their share. Especially in the nine countries that mentioned in the report. There are local competitors and international competitors. These countries are very well developing. When opening

a business in a new market, timing is very important and currently it is the right time in this area.

The Global Info Research report includes an overview of the development of the A2P SMS & cPaaS industry chain, the market status of BFSI (A2P SMS, CPaaS (Voice)), Medi (A2P SMS, CPaaS (Voice)), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of A2P SMS & cPaaS.

Regionally, the report analyzes the A2P SMS & cPaaS 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 SMS & cPaaS market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the A2P SMS & cPaaS 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 SMS & cPaaS 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., A2P SMS, CPaaS (Voice)).

**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 SMS & cPaaS market.

**Regional Analysis:** The report involves examining the A2P SMS & cPaaS 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 SMS & cPaaS 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 SMS & cPaaS:

**Company Analysis:** Report covers individual A2P SMS & cPaaS 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 SMS & cPaaS. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (BFSI, Medi).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the A2P SMS & cPaaS 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 SMS & cPaaS 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

A2P SMS

CPaaS (Voice)

CPaaS (Video)

CPaaS (Message excluding SMS)

### Market segment by Application

BFSI

Medi

Retail

Travel & Leisure

Public Sectors

Logistics

Healthcare

### Market segment by players, this report covers

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

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 SMS & cPaaS product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the A2P SMS & cPaaS 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 SMS & cPaaS 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 SMS & cPaaS.

Chapter 13, to describe A2P SMS & cPaaS research findings and conclusion.

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