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Global A2P SMS Market 2025 by Company, Regions, Type and Application, Forecast to 2031

https://marketpublishers.com/r/GA4A6924464EN.html
Date: January 2025
Pages: 156
Price: US$ 3,480.00 (Single User License)
ID: GA4A6924464EN

Abstracts

According to our (Global Info Research) latest study, the global A2P SMS market size was valued at US$ 23530 million in 2024 and is forecast to a readjusted size of USD 22740 million by 2031 with a CAGR of -0.8% 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. The A2P SMS Messaging industry can be broken down into several segments, Marketing A2P SMS, Verification Code A2P SMS, Industry Application A2P SMS.

Currently, the major global players in the industry include Twilio, Infobip, Sinch, MessageBird, and Tanla, among others. It is expected that competition in the industry will intensify over the next few years. Large international companies primarily expand their market share through acquisitions. For example, Twilio and Sinch. However, the industry has a relatively low concentration, with the top 10 global companies accounting for 34% of the market share in 2023.

From a regional perspective, the North American market is the largest, accounting for approximately 27% of the global market in 2023. As market maturity continues to increase, along with the addition of new customers and the continuous renewal of existing customers, the usage of A2P SMS is expected to grow gradually. However, due to intense competition among companies and strategies such as renewal discounts for existing customers, QYR analysts predict that the price of A2P SMS will decline rapidly. In mature regions, the market size is expected to show a certain downward trend.

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In terms of product offerings, SMS verification codes are a significant component of A2P SMS. With the clear trend in the app market, SMS verification codes represent a new growth point. From the perspective of product market applications, banking, financial services, and insurance (BFSI) account for the largest share of the market. In 2023, BFSI accounted for 67.85% of the global A2P SMS market. Other applications, including e-commerce, retail, travel and leisure, government agencies, and transportation and logistics, collectively accounted for 32.15% of the global market share.

This report is a detailed and comprehensive analysis for global A2P SMS market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global A2P SMS market size and forecasts, in consumption value ($ Million), 2020-2031

Global A2P SMS market size and forecasts by region and country, in consumption value ($ Million), 2020-2031

Global A2P SMS market size and forecasts, by Type and by Application, in consumption value ($ Million), 2020-2031

Global A2P SMS market shares of main players, in revenue ($ Million), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for A2P SMS

To forecast future growth in each product and end-use market

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To assess competitive factors affecting the marketplace

This report profiles key players in the global A2P SMS market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Twilio, Sinch, Infobip, MessageBird, Tanla, Montnets Cloud Technology, Beijing Guodu Internet Technology, Telesign, Syniverse, Route Mobile Limited, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

A2P SMS market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Industry Application A2P SMS

Verification Code A2P SMS

Marketing A2P SMS

Market segment by Application

BFSI

E-commerce

Retail

Travel

Government

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Transportation and logistics

Others

Market segment by players, this report covers

Twilio

Sinch

Infobip

MessageBird

Tanla

Montnets Cloud Technology

Beijing Guodu Internet Technology

Telesign

Syniverse

Route Mobile Limited

Vibes

Plivo

Mitto

Zenvia

Genesys Telecommunications

Beijing Emay Softcom Technology

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Tyntec

Accrete

Soprano

Clickatell

Pontaltech

Beijing Chuangshimandao Science and Technology

FotryTwo

AMD Telecom S.A

TXTImpact

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 and Rest of Asia-Pacific)

South America (Brazil, 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 product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of A2P SMS, with revenue, gross margin, and global market share of A2P SMS from 2020 to 2025.

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Chapter 3, the A2P SMS 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 by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

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 2020 to 2025.and A2P SMS market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

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

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

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

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