

Global A2P SMS Market by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

A2P SMS is one where an SMS message is sent from an application — typically a web app to a mobile subscriber. These text messages can also be sent in the other direction (from a mobile subscriber to a web app). This is known as P2A (person-to-application) messaging.

Scope of the Report:

This report studies the A2P SMS market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the A2P SMS market by product type and applications/end industries.

The global largest market is Asia Pacific. The Asia Pacific mainly includes Japan, China,

India and South East Asia, and the secondary market is USA, it will reached a revenue of 14446 M USD in 2016, and the revenue share is 24.27% in 2016.

There are major five kinds of A2P SMS in this report, liquid silicone CRM, promotions, pushed content, Interactive and others. Globally, the revenue share of each type of A2P SMS is 31.18%, 27.82%, 14.93%, 14.39% and 11.69% in 2016.

The global A2P SMS market is valued at 62100 million USD in 2017 and is expected to reach 78800 million USD by the end of 2023, growing at a CAGR of 4.0% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of A2P SMS.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

MBlox

CLX Communications

Infobip

Tanla Solutions

SAP Mobile Services

Silverstreet BV

Syniverse Technologies

Nexmo Co. Ltd.

Tyntec

SITO Mobile

OpenMarket Inc.

Genesys Telecommunications

3Cinteractive

Vibes Media

Beepsend

Soprano

Accrete

FortyTwo Telecom AB

ClearSky

Ogangi Corporation

AMD Telecom S.A

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

CRM

Promotions

Pushed Content

Interactive

Others

Market Segment by Applications, can be divided into

BFSI

Entertainment

Tourism

Retail

Marketing

Healthcare

Media

Others

Contents

1 A2P SMS MARKET OVERVIEW

1.1 Product Overview and Scope of A2P SMS

1.2 Classification of A2P SMS by Types

1.2.1 Global A2P SMS Revenue Comparison by Types (2017-2023)

1.2.2 Global A2P SMS Revenue Market Share by Types in 2017

1.2.3 CRM

1.2.4 Promotions

1.2.5 Pushed Content

1.2.6 Interactive

1.2.7 Others

1.3 Global A2P SMS Market by Application

1.3.1 Global A2P SMS Market Size and Market Share Comparison by Applications (2013-2023)

1.3.2 BFSI

1.3.3 Entertainment

1.3.4 Tourism

1.3.5 Retail

1.3.6 Marketing

1.3.7 Healthcare

1.3.8 Media

1.3.9 Others

1.4 Global A2P SMS Market by Regions

1.4.1 Global A2P SMS Market Size (Million USD) Comparison by Regions (2013-2023)

1.4.1 North America (USA, Canada and Mexico) A2P SMS Status and Prospect (2013-2023)

1.4.2 Europe (Germany, France, UK, Russia and Italy) A2P SMS Status and Prospect (2013-2023)

1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia) A2P SMS Status and Prospect (2013-2023)

1.4.4 South America (Brazil, Argentina, Colombia) A2P SMS Status and Prospect (2013-2023)

1.4.5 Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) A2P SMS Status and Prospect (2013-2023)

1.5 Global Market Size of A2P SMS (2013-2023)

2 MANUFACTURERS PROFILES

2.1 MBlox

2.1.1 Business Overview

2.1.2 A2P SMS Type and Applications

2.1.2.1 Product A

2.1.2.2 Product B

2.1.3 MBlox A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

2.2 CLX Communications

2.2.1 Business Overview

2.2.2 A2P SMS Type and Applications

2.2.2.1 Product A

2.2.2.2 Product B

2.2.3 CLX Communications A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

2.3 Infobip

2.3.1 Business Overview

2.3.2 A2P SMS Type and Applications

2.3.2.1 Product A

2.3.2.2 Product B

2.3.3 Infobip A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

2.4 Tanla Solutions

2.4.1 Business Overview

2.4.2 A2P SMS Type and Applications

2.4.2.1 Product A

2.4.2.2 Product B

2.4.3 Tanla Solutions A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

2.5 SAP Mobile Services

2.5.1 Business Overview

2.5.2 A2P SMS Type and Applications

2.5.2.1 Product A

2.5.2.2 Product B

2.5.3 SAP Mobile Services A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

2.6 Silverstreet BV

2.6.1 Business Overview

2.6.2 A2P SMS Type and Applications

2.6.2.1 Product A

2.6.2.2 Product B

- 2.6.3 Silverstreet BV A2P SMS Revenue, Gross Margin and Market Share (2016-2017)
- 2.7 Syniverse Technologies
 - 2.7.1 Business Overview
 - 2.7.2 A2P SMS Type and Applications
 - 2.7.2.1 Product A
 - 2.7.2.2 Product B
 - 2.7.3 Syniverse Technologies A2P SMS Revenue, Gross Margin and Market Share (2016-2017)
- 2.8 Nexmo Co. Ltd.
 - 2.8.1 Business Overview
 - 2.8.2 A2P SMS Type and Applications
 - 2.8.2.1 Product A
 - 2.8.2.2 Product B
 - 2.8.3 Nexmo Co. Ltd. A2P SMS Revenue, Gross Margin and Market Share (2016-2017)
- 2.9 Tyntec
 - 2.9.1 Business Overview
 - 2.9.2 A2P SMS Type and Applications
 - 2.9.2.1 Product A
 - 2.9.2.2 Product B
 - 2.9.3 Tyntec A2P SMS Revenue, Gross Margin and Market Share (2016-2017)
- 2.10 SITO Mobile
 - 2.10.1 Business Overview
 - 2.10.2 A2P SMS Type and Applications
 - 2.10.2.1 Product A
 - 2.10.2.2 Product B
 - 2.10.3 SITO Mobile A2P SMS Revenue, Gross Margin and Market Share (2016-2017)
- 2.11 OpenMarket Inc.
 - 2.11.1 Business Overview
 - 2.11.2 A2P SMS Type and Applications
 - 2.11.2.1 Product A
 - 2.11.2.2 Product B
 - 2.11.3 OpenMarket Inc. A2P SMS Revenue, Gross Margin and Market Share (2016-2017)
- 2.12 Genesys Telecommunications
 - 2.12.1 Business Overview
 - 2.12.2 A2P SMS Type and Applications
 - 2.12.2.1 Product A

2.12.2.2 Product B

2.12.3 Genesys Telecommunications A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

2.13 3Cinteractive

2.13.1 Business Overview

2.13.2 A2P SMS Type and Applications

2.13.2.1 Product A

2.13.2.2 Product B

2.13.3 3Cinteractive A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

2.14 Vibes Media

2.14.1 Business Overview

2.14.2 A2P SMS Type and Applications

2.14.2.1 Product A

2.14.2.2 Product B

2.14.3 Vibes Media A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

2.15 Beepsend

2.15.1 Business Overview

2.15.2 A2P SMS Type and Applications

2.15.2.1 Product A

2.15.2.2 Product B

2.15.3 Beepsend A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

2.16 Soprano

2.16.1 Business Overview

2.16.2 A2P SMS Type and Applications

2.16.2.1 Product A

2.16.2.2 Product B

2.16.3 Soprano A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

2.17 Accrete

2.17.1 Business Overview

2.17.2 A2P SMS Type and Applications

2.17.2.1 Product A

2.17.2.2 Product B

2.17.3 Accrete A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

2.18 FortyTwo Telecom AB

2.18.1 Business Overview

2.18.2 A2P SMS Type and Applications

2.18.2.1 Product A

2.18.2.2 Product B

2.18.3 FortyTwo Telecom AB A2P SMS Revenue, Gross Margin and Market Share

(2016-2017)

2.19 ClearSky

2.19.1 Business Overview

2.19.2 A2P SMS Type and Applications

2.19.2.1 Product A

2.19.2.2 Product B

2.19.3 ClearSky A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

2.20 Ogangi Corporation

2.20.1 Business Overview

2.20.2 A2P SMS Type and Applications

2.20.2.1 Product A

2.20.2.2 Product B

2.20.3 Ogangi Corporation A2P SMS Revenue, Gross Margin and Market Share

(2016-2017)

2.21 AMD Telecom S.A

2.21.1 Business Overview

2.21.2 A2P SMS Type and Applications

2.21.2.1 Product A

2.21.2.2 Product B

2.21.3 AMD Telecom S.A A2P SMS Revenue, Gross Margin and Market Share

(2016-2017)

3 GLOBAL A2P SMS MARKET COMPETITION, BY PLAYERS

3.1 Global A2P SMS Revenue and Share by Players (2013-2018)

3.2 Market Concentration Rate

3.2.1 Top 5 A2P SMS Players Market Share

3.2.2 Top 10 A2P SMS Players Market Share

3.3 Market Competition Trend

4 GLOBAL A2P SMS MARKET SIZE BY REGIONS

4.1 Global A2P SMS Revenue and Market Share by Regions

4.2 North America A2P SMS Revenue and Growth Rate (2013-2018)

4.3 Europe A2P SMS Revenue and Growth Rate (2013-2018)

4.4 Asia-Pacific A2P SMS Revenue and Growth Rate (2013-2018)

4.5 South America A2P SMS Revenue and Growth Rate (2013-2018)

4.6 Middle East and Africa A2P SMS Revenue and Growth Rate (2013-2018)

5 NORTH AMERICA A2P SMS REVENUE BY COUNTRIES

- 5.1 North America A2P SMS Revenue by Countries (2013-2018)
- 5.2 USA A2P SMS Revenue and Growth Rate (2013-2018)
- 5.3 Canada A2P SMS Revenue and Growth Rate (2013-2018)
- 5.4 Mexico A2P SMS Revenue and Growth Rate (2013-2018)

6 EUROPE A2P SMS REVENUE BY COUNTRIES

- 6.1 Europe A2P SMS Revenue by Countries (2013-2018)
- 6.2 Germany A2P SMS Revenue and Growth Rate (2013-2018)
- 6.3 UK A2P SMS Revenue and Growth Rate (2013-2018)
- 6.4 France A2P SMS Revenue and Growth Rate (2013-2018)
- 6.5 Russia A2P SMS Revenue and Growth Rate (2013-2018)
- 6.6 Italy A2P SMS Revenue and Growth Rate (2013-2018)

7 ASIA-PACIFIC A2P SMS REVENUE BY COUNTRIES

- 7.1 Asia-Pacific A2P SMS Revenue by Countries (2013-2018)
- 7.2 China A2P SMS Revenue and Growth Rate (2013-2018)
- 7.3 Japan A2P SMS Revenue and Growth Rate (2013-2018)
- 7.4 Korea A2P SMS Revenue and Growth Rate (2013-2018)
- 7.5 India A2P SMS Revenue and Growth Rate (2013-2018)
- 7.6 Southeast Asia A2P SMS Revenue and Growth Rate (2013-2018)

8 SOUTH AMERICA A2P SMS REVENUE BY COUNTRIES

- 8.1 South America A2P SMS Revenue by Countries (2013-2018)
- 8.2 Brazil A2P SMS Revenue and Growth Rate (2013-2018)
- 8.3 Argentina A2P SMS Revenue and Growth Rate (2013-2018)
- 8.4 Colombia A2P SMS Revenue and Growth Rate (2013-2018)

9 MIDDLE EAST AND AFRICA REVENUE A2P SMS BY COUNTRIES

- 9.1 Middle East and Africa A2P SMS Revenue by Countries (2013-2018)
- 9.2 Saudi Arabia A2P SMS Revenue and Growth Rate (2013-2018)
- 9.3 UAE A2P SMS Revenue and Growth Rate (2013-2018)
- 9.4 Egypt A2P SMS Revenue and Growth Rate (2013-2018)
- 9.5 Nigeria A2P SMS Revenue and Growth Rate (2013-2018)

9.6 South Africa A2P SMS Revenue and Growth Rate (2013-2018)

10 GLOBAL A2P SMS MARKET SEGMENT BY TYPE

10.1 Global A2P SMS Revenue and Market Share by Type (2013-2018)

10.2 Global A2P SMS Market Forecast by Type (2018-2023)

10.3 CRM Revenue Growth Rate (2013-2023)

10.4 Promotions Revenue Growth Rate (2013-2023)

10.5 Pushed Content Revenue Growth Rate (2013-2023)

10.6 Interactive Revenue Growth Rate (2013-2023)

10.7 Others Revenue Growth Rate (2013-2023)

11 GLOBAL A2P SMS MARKET SEGMENT BY APPLICATION

11.1 Global A2P SMS Revenue Market Share by Application (2013-2018)

11.2 A2P SMS Market Forecast by Application (2018-2023)

11.3 BFSI Revenue Growth (2013-2018)

11.4 Entertainment Revenue Growth (2013-2018)

11.5 Tourism Revenue Growth (2013-2018)

11.6 Retail Revenue Growth (2013-2018)

11.7 Marketing Revenue Growth (2013-2018)

11.8 Healthcare Revenue Growth (2013-2018)

11.9 Media Revenue Growth (2013-2018)

11.10 Others Revenue Growth (2013-2018)

12 GLOBAL A2P SMS MARKET SIZE FORECAST (2018-2023)

12.1 Global A2P SMS Market Size Forecast (2018-2023)

12.2 Global A2P SMS Market Forecast by Regions (2018-2023)

12.3 North America A2P SMS Revenue Market Forecast (2018-2023)

12.4 Europe A2P SMS Revenue Market Forecast (2018-2023)

12.5 Asia-Pacific A2P SMS Revenue Market Forecast (2018-2023)

12.6 South America A2P SMS Revenue Market Forecast (2018-2023)

12.7 Middle East and Africa A2P SMS Revenue Market Forecast (2018-2023)

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology

14.2 Data Source

List Of Tables

LIST OF TABLES AND FIGURES

Figure A2P SMS Picture

Table Product Specifications of A2P SMS

Table Global A2P SMS and Revenue (Million USD) Market Split by Product Type

Figure Global A2P SMS Revenue Market Share by Types in 2017

Figure CRM Picture

Figure Promotions Picture

Figure Pushed Content Picture

Figure Interactive Picture

Figure Others Picture

Table Global A2P SMS Revenue (Million USD) by Application (2013-2023)

Figure A2P SMS Revenue Market Share by Applications in 2017

Figure BFSI Picture

Figure Entertainment Picture

Figure Tourism Picture

Figure Retail Picture

Figure Marketing Picture

Figure Healthcare Picture

Figure Media Picture

Figure Others Picture

Table Global Market A2P SMS Revenue (Million USD) Comparison by Regions
2013-2023

Figure North America A2P SMS Revenue (Million USD) and Growth Rate (2013-2023)

Figure Europe A2P SMS Revenue (Million USD) and Growth Rate (2013-2023)

Figure Asia-Pacific A2P SMS Revenue (Million USD) and Growth Rate (2013-2023)

Figure South America A2P SMS Revenue (Million USD) and Growth Rate (2013-2023)

Figure Middle East and Africa A2P SMS Revenue (Million USD) and Growth Rate
(2013-2023)

Figure Global A2P SMS Revenue (Million USD) and Growth Rate (2013-2023)

Table MBlox Basic Information, Manufacturing Base and Competitors

Table MBlox A2P SMS Type and Applications

Table MBlox A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

Table CLX Communications Basic Information, Manufacturing Base and Competitors

Table CLX Communications A2P SMS Type and Applications

Table CLX Communications A2P SMS Revenue, Gross Margin and Market Share
(2016-2017)

Table Infobip Basic Information, Manufacturing Base and Competitors

Table Infobip A2P SMS Type and Applications

Table Infobip A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

Table Tanla Solutions Basic Information, Manufacturing Base and Competitors

Table Tanla Solutions A2P SMS Type and Applications

Table Tanla Solutions A2P SMS Revenue, Gross Margin and Market Share
(2016-2017)

Table SAP Mobile Services Basic Information, Manufacturing Base and Competitors

Table SAP Mobile Services A2P SMS Type and Applications

Table SAP Mobile Services A2P SMS Revenue, Gross Margin and Market Share
(2016-2017)

Table Silverstreet BV Basic Information, Manufacturing Base and Competitors

Table Silverstreet BV A2P SMS Type and Applications

Table Silverstreet BV A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

Table Syniverse Technologies Basic Information, Manufacturing Base and Competitors

Table Syniverse Technologies A2P SMS Type and Applications

Table Syniverse Technologies A2P SMS Revenue, Gross Margin and Market Share
(2016-2017)

Table Nexmo Co. Ltd. Basic Information, Manufacturing Base and Competitors

Table Nexmo Co. Ltd. A2P SMS Type and Applications

Table Nexmo Co. Ltd. A2P SMS Revenue, Gross Margin and Market Share
(2016-2017)

Table Tyntec Basic Information, Manufacturing Base and Competitors

Table Tyntec A2P SMS Type and Applications

Table Tyntec A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

Table SITO Mobile Basic Information, Manufacturing Base and Competitors

Table SITO Mobile A2P SMS Type and Applications

Table SITO Mobile A2P SMS Revenue, Gross Margin and Market Share (2016-2017)

Table OpenMarket Inc. Basic Information, Manufacturing Base and Competitors

Table OpenMarket Inc. A2P SMS Type and Applications

Table OpenMarket Inc. A2P SMS Revenue, Gross Margin and Market Share
(2016-2017)

Table Genesys Telecommunications Basic Information, Manufacturing Base and
Competitors

Table Genesys Telecommunications A2P SMS Type and Applications

Table Genesys Telecommunications A2P SMS Revenue, Gross Margin and Market
Share (2016-2017)

Table 3Cinteractive Basic Information, Manufacturing Base and Competitors

Table 3Cinteractive A2P SMS Type and Applications

Table 3Cinteractive A2P SMS Revenue, Gross Margin and Market Share (2016-2017)
Table Vibes Media Basic Information, Manufacturing Base and Competitors
Table Vibes Media A2P SMS Type and Applications
Table Vibes Media A2P SMS Revenue, Gross Margin and Market Share (2016-2017)
Table Beepsend Basic Information, Manufacturing Base and Competitors
Table Beepsend A2P SMS Type and Applications
Table Beepsend A2P SMS Revenue, Gross Margin and Market Share (2016-2017)
Table Soprano Basic Information, Manufacturing Base and Competitors
Table Soprano A2P SMS Type and Applications
Table Soprano A2P SMS Revenue, Gross Margin and Market Share (2016-2017)
Table Accrete Basic Information, Manufacturing Base and Competitors
Table Accrete A2P SMS Type and Applications
Table Accrete A2P SMS Revenue, Gross Margin and Market Share (2016-2017)
Table FortyTwo Telecom AB Basic Information, Manufacturing Base and Competitors
Table FortyTwo Telecom AB A2P SMS Type and Applications
Table FortyTwo Telecom AB A2P SMS Revenue, Gross Margin and Market Share (2016-2017)
Table ClearSky Basic Information, Manufacturing Base and Competitors
Table ClearSky A2P SMS Type and Applications
Table ClearSky A2P SMS Revenue, Gross Margin and Market Share (2016-2017)
Table Ogangi Corporation Basic Information, Manufacturing Base and Competitors
Table Ogangi Corporation A2P SMS Type and Applications
Table Ogangi Corporation A2P SMS Revenue, Gross Margin and Market Share (2016-2017)
Table AMD Telecom S.A Basic Information, Manufacturing Base and Competitors
Table AMD Telecom S.A A2P SMS Type and Applications
Table AMD Telecom S.A A2P SMS Revenue, Gross Margin and Market Share (2016-2017)
Table Global A2P SMS Revenue (Million USD) by Players (2013-2018)
Table Global A2P SMS Revenue Share by Players (2013-2018)
Figure Global A2P SMS Revenue Share by Players in 2016
Figure Global A2P SMS Revenue Share by Players in 2017
Figure Global Top 5 Players A2P SMS Revenue Market Share in 2017
Figure Global Top 10 Players A2P SMS Revenue Market Share in 2017
Figure Global A2P SMS Revenue (Million USD) and Growth Rate (%) (2013-2018)
Table Global A2P SMS Revenue (Million USD) by Regions (2013-2018)
Table Global A2P SMS Revenue Market Share by Regions (2013-2018)
Figure Global A2P SMS Revenue Market Share by Regions (2013-2018)
Figure Global A2P SMS Revenue Market Share by Regions in 2017

Figure North America A2P SMS Revenue and Growth Rate (2013-2018)
Figure Europe A2P SMS Revenue and Growth Rate (2013-2018)
Figure Asia-Pacific A2P SMS Revenue and Growth Rate (2013-2018)
Figure South America A2P SMS Revenue and Growth Rate (2013-2018)
Figure Middle East and Africa A2P SMS Revenue and Growth Rate (2013-2018)
Table North America A2P SMS Revenue by Countries (2013-2018)
Table North America A2P SMS Revenue Market Share by Countries (2013-2018)
Figure North America A2P SMS Revenue Market Share by Countries (2013-2018)
Figure North America A2P SMS Revenue Market Share by Countries in 2017
Figure USA A2P SMS Revenue and Growth Rate (2013-2018)
Figure Canada A2P SMS Revenue and Growth Rate (2013-2018)
Figure Mexico A2P SMS Revenue and Growth Rate (2013-2018)
Table Europe A2P SMS Revenue (Million USD) by Countries (2013-2018)
Figure Europe A2P SMS Revenue Market Share by Countries (2013-2018)
Figure Europe A2P SMS Revenue Market Share by Countries in 2017
Figure Germany A2P SMS Revenue and Growth Rate (2013-2018)
Figure UK A2P SMS Revenue and Growth Rate (2013-2018)
Figure France A2P SMS Revenue and Growth Rate (2013-2018)
Figure Russia A2P SMS Revenue and Growth Rate (2013-2018)
Figure Italy A2P SMS Revenue and Growth Rate (2013-2018)
Table Asia-Pacific A2P SMS Revenue (Million USD) by Countries (2013-2018)
Figure Asia-Pacific A2P SMS Revenue Market Share by Countries (2013-2018)
Figure Asia-Pacific A2P SMS Revenue Market Share by Countries in 2017
Figure China A2P SMS Revenue and Growth Rate (2013-2018)
Figure Japan A2P SMS Revenue and Growth Rate (2013-2018)
Figure Korea A2P SMS Revenue and Growth Rate (2013-2018)
Figure India A2P SMS Revenue and Growth Rate (2013-2018)
Figure Southeast Asia A2P SMS Revenue and Growth Rate (2013-2018)
Table South America A2P SMS Revenue by Countries (2013-2018)
Table South America A2P SMS Revenue Market Share by Countries (2013-2018)
Figure South America A2P SMS Revenue Market Share by Countries (2013-2018)
Figure South America A2P SMS Revenue Market Share by Countries in 2017
Figure Brazil A2P SMS Revenue and Growth Rate (2013-2018)
Figure Argentina A2P SMS Revenue and Growth Rate (2013-2018)
Figure Colombia A2P SMS Revenue and Growth Rate (2013-2018)
Table Middle East and Africa A2P SMS Revenue (Million USD) by Countries (2013-2018)
Table Middle East and Africa A2P SMS Revenue Market Share by Countries (2013-2018)

Figure Middle East and Africa A2P SMS Revenue Market Share by Countries (2013-2018)

Figure Middle East and Africa A2P SMS Revenue Market Share by Countries in 2017

Figure Saudi Arabia A2P SMS Revenue and Growth Rate (2013-2018)

Figure UAE A2P SMS Revenue and Growth Rate (2013-2018)

Figure Egypt A2P SMS Revenue and Growth Rate (2013-2018)

Figure Nigeria A2P SMS Revenue and Growth Rate (2013-2018)

Figure South Africa A2P SMS Revenue and Growth Rate (2013-2018)

Table Global A2P SMS Revenue (Million USD) by Type (2013-2018)

Table Global A2P SMS Revenue Share by Type (2013-2018)

Figure Global A2P SMS Revenue Share by Type (2013-2018)

Figure Global A2P SMS Revenue Share by Type in 2017

Table Global A2P SMS Revenue Forecast by Type (2018-2023)

Figure Global A2P SMS Market Share Forecast by Type (2018-2023)

Figure Global CRM Revenue Growth Rate (2013-2018)

Figure Global Promotions Revenue Growth Rate (2013-2018)

Figure Global Pushed Content Revenue Growth Rate (2013-2018)

Figure Global Interactive Revenue Growth Rate (2013-2018)

Figure Global Others Revenue Growth Rate (2013-2018)

Table Global A2P SMS Revenue by Application (2013-2018)

Table Global A2P SMS Revenue Share by Application (2013-2018)

Figure Global A2P SMS Revenue Share by Application (2013-2018)

Figure Global A2P SMS Revenue Share by Application in 2017

Table Global A2P SMS Revenue Forecast by Application (2018-2023)

Figure Global A2P SMS Market Share Forecast by Application (2018-2023)

Figure Global BFSI Revenue Growth Rate (2013-2018)

Figure Global Entertainment Revenue Growth Rate (2013-2018)

Figure Global Tourism Revenue Growth Rate (2013-2018)

Figure Global Retail Revenue Growth Rate (2013-2018)

Figure Global Marketing Revenue Growth Rate (2013-2018)

Figure Global Healthcare Revenue Growth Rate (2013-2018)

Figure Global Media Revenue Growth Rate (2013-2018)

Figure Global Others Revenue Growth Rate (2013-2018)

Figure Global A2P SMS Revenue (Million USD) and Growth Rate Forecast (2018-2023)

Table Global A2P SMS Revenue (Million USD) Forecast by Regions (2018-2023)

Figure Global A2P SMS Revenue Market Share Forecast by Regions (2018-2023)

Figure North America A2P SMS Revenue Market Forecast (2018-2023)

Figure Europe A2P SMS Revenue Market Forecast (2018-2023)

Figure Asia-Pacific A2P SMS Revenue Market Forecast (2018-2023)

Figure South America A2P SMS Revenue Market Forecast (2018-2023)

Figure Middle East and Africa A2P SMS Revenue Market Forecast (2018-2023)

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