

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

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Abstracts

According to our (Global Info Research) latest study, the global A2P SMS Messaging in BFSI market size was valued at US\$ 15760 million in 2024 and is forecast to a readjusted size of USD 15090 million by 2031 with a CAGR of -0.6% during review period.

A2P SMS (Application-to-Person Short Message Service) messaging refers to the process of sending text messages from an application or software program to individual recipients, typically mobile phone users. In contrast, P2P (Person-to-Person) SMS messaging involves text messages exchanged directly between mobile phone users.

A2P SMS messaging has gained popularity as a way for businesses, organizations, and service providers to communicate with their customers, clients, or users in a more automated and efficient manner.

At present, major global companies include Twilio, Infobip, Sinch, MessageBird, and Tanla, etc. It is expected that the competition in the industry will become more intense in the next few years. Larger international companies mainly expand their market share through mergers and acquisitions. Such as Twilio and Sinch. However, the concentration of this industry is low. In 2022, the top 10 companies in the world will occupy 33.46% of the market share.

This report is a detailed and comprehensive analysis for global A2P SMS Messaging in BFSI 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 Messaging in BFSI market size and forecasts, in consumption value (\$ Million), 2020-2031

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

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

Global A2P SMS Messaging in BFSI 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 Messaging in BFSI

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

To assess competitive factors affecting the marketplace

This report profiles key players in the global A2P SMS Messaging in BFSI 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 Messaging in BFSI 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 SMS

- SMS Verification Code

- Marketing SMS

Market segment by Application

- Bank
- Finance Company
- Insurance Company

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
- 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 Messaging in BFSI product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the A2P SMS Messaging in BFSI 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 Messaging in BFSI 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 Messaging in BFSI.

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

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