

# Global Application-to-Person (A2P) SMS and API Market 2018 by Manufacturers, Regions, Type and Application, Forecast to 2023

<https://marketpublishers.com/r/G7894F8AC7FEN.html>

Date: January 2019

Pages: 122

Price: US\$ 3,480.00 (Single User License)

ID: G7894F8AC7FEN

## Abstracts

A2P SMS messaging (also called enterprise or professional SMS) is the process of sending mobile messages from an application to a mobile user.

Scope of the Report:

This report focuses on the Application-to-Person (A2P) SMS and API in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

The growth of the enterprise A2P SMS market is mainly driven by the increase in the number of mobile phone service users and the shift from the desktop priority strategy to the mobile priority strategy.

A2P SMS is currently used for various applications, such as providing event subsidies to end users, location-based opportunities, First-hand/news news, promotional brands, voting contests, and transactional news for major industry vertical industries such as financial institutions and banks, games, travel and transportation, retail, healthcare facilities and hotels.

The worldwide market for Application-to-Person (A2P) SMS and API is expected to grow at a CAGR of roughly 4.5% over the next five years, will reach 200 million US\$ in 2023, from 150 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Twilio

Syniverse Technologies

Nexmo

OpenMarket

Tyntec

Ogangi Corporation

CLX Communications

FortyTwo Telecom AB

Beepsend AB

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 etc.)

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

Market Segment by Type, covers

Cloud API

Traditional API

Market Segment by Applications, can be divided into

SMS Aggregators

Bulk SMS Providers

Marketers/Resellers

Telecom Operators

There are 15 Chapters to deeply display the global Application-to-Person (A2P) SMS and API market.

Chapter 1, to describe Application-to-Person (A2P) SMS and API Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Application-to-Person (A2P) SMS and API, with sales, revenue, and price of Application-to-Person (A2P) SMS and API, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Application-to-Person (A2P) SMS and API, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Application-to-Person (A2P) SMS and API market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Application-to-Person (A2P) SMS and API sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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