

# Global Enterprise A2P SMS Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Enterprise A2P SMS market size is expected to reach \$ 22410 million by 2032, rising at a market growth of -0.8% CAGR during the forecast period (2026-2032).

Enterprise A2P SMS 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.

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 studies the global Enterprise A2P SMS demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Enterprise A2P SMS, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Enterprise A2P SMS that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Enterprise A2P SMS total market, 2021-2032, (USD Million)

Global Enterprise A2P SMS total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Enterprise A2P SMS total market, key domestic companies, and share, (USD Million)

Global Enterprise A2P SMS revenue by player, revenue and market share 2021-2026, (USD Million)

Global Enterprise A2P SMS total market by Type, CAGR, 2021-2032, (USD Million)

Global Enterprise A2P SMS total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Enterprise 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Enterprise A2P SMS market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

#### Global Enterprise A2P SMS Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Enterprise A2P SMS Market, Segmentation by Type:

Industry Application SMS

SMS Verification Code

Marketing SMS

#### Global Enterprise A2P SMS Market, Segmentation by Application:

BFSI

E-commerce

Retail

Travel

Government Agency

Transportation and Logistics

Others

#### Companies Profiled:

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

TXImpact

### **Key Questions Answered**

1. How big is the global Enterprise A2P SMS market?
2. What is the demand of the global Enterprise A2P SMS market?
3. What is the year over year growth of the global Enterprise A2P SMS market?
4. What is the total value of the global Enterprise A2P SMS market?
5. Who are the Major Players in the global Enterprise A2P SMS market?
6. What are the growth factors driving the market demand?

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