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Global Enterprise A2P SMS Market 2024 by Company, Regions, Type and Application, Forecast to 2030

https://marketpublishers.com/r/GDFEEA11878EN.html
Date: January 2024
Pages: 150
Price: US$ 3,480.00 (Single User License)
ID: GDFEEA11878EN

Abstracts

According to our (Global Info Research) latest study, the global Enterprise A2P SMS market size was valued at USD 21800 million in 2023 and is forecast to a readjusted size of USD 21730 million by 2030 with a CAGR of 0.0% during review period.

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 Enterprise A2P SMS industry can be broken down into several segments, Marketing A2P SMS, Verification Code A2P SMS, and Industry Application A2P SMS.

Global enterprise A2P SMS main players are Twilio, Infobip, SAP Mobile Services, etc. The top 5 companies hold a share about 20%.Asia-Pacific is the largest market, with a share nearly 35%.In terms of product, marketing SMS is the largest segment, with a share over 40%. And in terms of application, the largest application is BFSI, followed by e-commerce.

The Global Info Research report includes an overview of the development of the Enterprise A2P SMS industry chain, the market status of BFSI (Industry Application SMS, SMS Verification Code), E-commerce (Industry Application SMS, SMS Verification Code), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Enterprise A2P SMS.

Regionally, the report analyzes the Enterprise A2P SMS markets in key regions. North

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America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Enterprise A2P SMS market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Enterprise A2P SMS market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Enterprise A2P SMS industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Industry Application SMS, SMS Verification Code).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Enterprise A2P SMS market.

Regional Analysis: The report involves examining the Enterprise A2P SMS market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Enterprise A2P SMS market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Enterprise A2P SMS:

Company Analysis: Report covers individual Enterprise A2P SMS players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

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Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Enterprise A2P SMS This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (BFSI, E-commerce).

Technology Analysis: Report covers specific technologies relevant to Enterprise A2P SMS. It assesses the current state, advancements, and potential future developments in Enterprise A2P SMS areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Enterprise A2P SMS market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Enterprise A2P SMS market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Industry Application SMS

SMS Verification Code

Marketing SMS

Market segment by Application

BFSI

E-commerce

Retail

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Travel

Government Agency

Transportation and Logistics

Others

Market segment by players, this report covers

Twilio

Infobip

Sinch

Montnets Cloud Technology

Guodu interconnection

SAP Digital Interconnect

Telesign

MessageBird

OpenMarket Inc.

Vibes

Wavy

Beijing TrustMeDu Sci-Tech

Plivo

Zenvia

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Beijing Emay Softcom Technology

Mitto

Genesys Telecommunications

Route Mobile Limited

Silverstreet BV

ACL Mobile

Tyntec

Clickatell

Pontaltech

TXTImpact

Accrete

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, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and 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:

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Chapter 1, to describe Enterprise A2P SMS product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Enterprise A2P SMS, with revenue, gross margin and global market share of Enterprise A2P SMS from 2019 to 2024.

Chapter 3, the Enterprise 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 application, with consumption value and growth rate by Type, application, from 2019 to 2030.

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 2019 to 2024.and Enterprise A2P SMS market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

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

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

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

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