

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

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Abstracts

The process of sending mobile messages is from an application to a mobile user. A2P SMS messaging 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.

Scope of the Report:

This report studies the Enterprise 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 Enterprise 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 Enterprise A2P SMS in this report, liquid silicone CRM, promotions, pushed content, Interactive and others. Globally, the revenue share of each type of Enterprise A2P SMS is 31.18%, 27.82%, 14.93%, 14.39% and 11.69% in 2016. Enterprise A2P SMS are currently used across major industry verticals including BFSI, entertainment, tourism, retail, marketing, healthcare, media and others. Globally, the revenue share of each type of Enterprise A2P SMS is 31.05%, 17.43%, 12.23%, 9.82%, 8.82%, 8.34%, 6.46% and 5.85% in 2016.

The global Enterprise A2P SMS market is valued at 61500 million USD in 2017 and is expected to reach 78500 million USD by the end of 2023, growing at a CAGR of 4.1% 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 Enterprise 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

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