

# Global Enterprise Information Service Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G5DFF4362EB3EN.html>

Date: January 2026

Pages: 130

Price: US\$ 4,480.00 (Single User License)

ID: G5DFF4362EB3EN

## Abstracts

The global Enterprise Information Service market size is expected to reach \$ 999 million by 2032, rising at a market growth of 5.7% CAGR during the forecast period (2026-2032).

Enterprise Information Service is a service model where enterprises utilize information technology platforms to efficiently and accurately deliver structured information to specific target groups (including internal employees and external customers) to achieve business objectives such as communication, management, and marketing. Its core value lies in leveraging the high delivery rate, strong reach, and manageability of channels like SMS to support two key applications: internally, as an office collaboration tool to improve the efficiency of instruction transmission and internal communication; and externally, as a channel for precision marketing and customer interaction to achieve brand promotion and information dissemination. This service not only emphasizes efficient information delivery but also focuses on transforming information delivery into measurable operational efficiency improvements and business value creation through calculable and manageable processes.

The costs of Enterprise Information Service mainly consist of channel resource procurement costs, platform development and maintenance costs, and sales and marketing expenses. Due to the high standardization of the business and extremely low marginal costs, there are significant economies of scale, and the industry's gross profit margin is usually high, generally between 50% and 80%. Channel cost control and transmission volume are key factors affecting profits.

The Enterprise Information Service market has entered a mature stage, with growth stabilizing but its structure undergoing profound changes. Traditional verification codes and notification SMS messages, as essential 'digital infrastructure,' have a solid market foundation. However, marketing SMS messages face growth pressure due to increased user awareness of privacy protection, stricter regulations, and the impact of alternative

channels such as social media. The market is exhibiting two core trends: first, an evolution towards scenario-based, intelligent, and high-value converged communications (such as 'omnichannel communication' solutions combining 5G messaging, audio and video, and app push notifications); and second, a shift in industry competition focus from simple price wars to service reliability, data security compliance, and industry-specific solution capabilities.

This report studies the global Enterprise Information Service demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Enterprise Information Service, 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 Information Service that contribute to its increasing demand across many markets.

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

Global Enterprise Information Service total market, 2021-2032, (USD Million)

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

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

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

Global Enterprise Information Service total market by Type, CAGR, 2021-2032, (USD Million)

Global Enterprise Information Service total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Enterprise Information Service 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, Syniverse Technologies, Vonage, Sinch, Infobip, FortyTwo Telecom AB, SMSGlobal, Arelion, Dexatel, Beijing Chuangshi Huaxin Technology, 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 Information Service 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 Information Service Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Enterprise Information Service Market, Segmentation by Type:

Verification code SMS

Marketing SMS

Notification SMS

Global Enterprise Information Service Market, Segmentation by User:

Internal Collaboration Service

External Marketing Service

Customer Interaction Service

Global Enterprise Information Service Market, Segmentation by Function:

Notification and Reminder Service

Marketing and Promotion Service

Verification and Security Service

#### Global Enterprise Information Service Market, Segmentation by Application:

E-commerce and Retail

Finance and Banking

Internet and Technology

Logistics

Government and Public Services

Healthcare

Others

#### **Companies Profiled:**

Twilio

Syniverse Technologies

Vonage

Sinch

Infobip

FortyTwo Telecom AB

SMSGlobal

Arelion

Dexatel

Beijing Chuangshi Huaxin Technology

Textedly

Retarus

TrueDialog

MessageWhiz

#### Key Questions Answered

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

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