

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

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Abstracts

According to our (Global Info Research) latest study, the global Enterprise SMS market size was valued at USD 22860 million in 2023 and is forecast to a readjusted size of USD 21660 million by 2030 with a CAGR of -0.8% during review period.

At present, major global companies include Twilio, Infobip, Sinch, MessageBird, and Tanla, etc. It is expected that the competition in the industry will become more intense in the next few years. Larger international companies mainly expand their market share through mergers and acquisitions. Such as Twilio and Sinch. However, the concentration of this industry is low. In 2022, the top 10 companies in the world will occupy 33.46% of the market share.

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

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

Key Features:

The report presents comprehensive understanding of the Enterprise 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 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 A2P SMS, Verification Code A2P SMS).

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 SMS market.

Regional Analysis: The report involves examining the Enterprise 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 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 SMS:

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

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Enterprise 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 SMS. It assesses the current state, advancements, and potential future developments in Enterprise SMS areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Enterprise 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 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 A2P SMS

Verification Code A2P SMS

Marketing A2P SMS

Market segment by Application

BFSI

E-commerce

Retail

Travel

Government

Transportation and logistics

Others

Market segment by players, this report covers

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

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:

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

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

Chapter 3, the Enterprise 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 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 SMS.

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

Contents

1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Enterprise SMS
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Classification of Enterprise SMS by Type
 - 1.3.1 Overview: Global Enterprise SMS Market Size by Type: 2019 Versus 2023 Versus 2030
 - 1.3.2 Global Enterprise SMS Consumption Value Market Share by Type in 2023
 - 1.3.3 Industry Application A2P SMS
 - 1.3.4 Verification Code A2P SMS
 - 1.3.5 Marketing A2P SMS
- 1.4 Global Enterprise SMS Market by Application
 - 1.4.1 Overview: Global Enterprise SMS Market Size by Application: 2019 Versus 2023 Versus 2030
 - 1.4.2 BFSI
 - 1.4.3 E-commerce
 - 1.4.4 Retail
 - 1.4.5 Travel
 - 1.4.6 Government
 - 1.4.7 Transportation and logistics
 - 1.4.8 Others
- 1.5 Global Enterprise SMS Market Size & Forecast
- 1.6 Global Enterprise SMS Market Size and Forecast by Region
 - 1.6.1 Global Enterprise SMS Market Size by Region: 2019 VS 2023 VS 2030
 - 1.6.2 Global Enterprise SMS Market Size by Region, (2019-2030)
 - 1.6.3 North America Enterprise SMS Market Size and Prospect (2019-2030)
 - 1.6.4 Europe Enterprise SMS Market Size and Prospect (2019-2030)
 - 1.6.5 Asia-Pacific Enterprise SMS Market Size and Prospect (2019-2030)
 - 1.6.6 South America Enterprise SMS Market Size and Prospect (2019-2030)
 - 1.6.7 Middle East and Africa Enterprise SMS Market Size and Prospect (2019-2030)

2 COMPANY PROFILES

- 2.1 Twilio
 - 2.1.1 Twilio Details
 - 2.1.2 Twilio Major Business
 - 2.1.3 Twilio Enterprise SMS Product and Solutions

- 2.1.4 Twilio Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)
- 2.1.5 Twilio Recent Developments and Future Plans
- 2.2 Sinch
 - 2.2.1 Sinch Details
 - 2.2.2 Sinch Major Business
 - 2.2.3 Sinch Enterprise SMS Product and Solutions
 - 2.2.4 Sinch Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)
 - 2.2.5 Sinch Recent Developments and Future Plans
- 2.3 Infobip
 - 2.3.1 Infobip Details
 - 2.3.2 Infobip Major Business
 - 2.3.3 Infobip Enterprise SMS Product and Solutions
 - 2.3.4 Infobip Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)
 - 2.3.5 Infobip Recent Developments and Future Plans
- 2.4 MessageBird
 - 2.4.1 MessageBird Details
 - 2.4.2 MessageBird Major Business
 - 2.4.3 MessageBird Enterprise SMS Product and Solutions
 - 2.4.4 MessageBird Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)
 - 2.4.5 MessageBird Recent Developments and Future Plans
- 2.5 Tanla
 - 2.5.1 Tanla Details
 - 2.5.2 Tanla Major Business
 - 2.5.3 Tanla Enterprise SMS Product and Solutions
 - 2.5.4 Tanla Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)
 - 2.5.5 Tanla Recent Developments and Future Plans
- 2.6 Montnets Cloud Technology
 - 2.6.1 Montnets Cloud Technology Details
 - 2.6.2 Montnets Cloud Technology Major Business
 - 2.6.3 Montnets Cloud Technology Enterprise SMS Product and Solutions
 - 2.6.4 Montnets Cloud Technology Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)
 - 2.6.5 Montnets Cloud Technology Recent Developments and Future Plans
- 2.7 Beijing Guodu Internet Technology
 - 2.7.1 Beijing Guodu Internet Technology Details
 - 2.7.2 Beijing Guodu Internet Technology Major Business
 - 2.7.3 Beijing Guodu Internet Technology Enterprise SMS Product and Solutions
 - 2.7.4 Beijing Guodu Internet Technology Enterprise SMS Revenue, Gross Margin and

Market Share (2019-2024)

2.7.5 Beijing Guodu Internet Technology Recent Developments and Future Plans

2.8 Telesign

2.8.1 Telesign Details

2.8.2 Telesign Major Business

2.8.3 Telesign Enterprise SMS Product and Solutions

2.8.4 Telesign Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)

2.8.5 Telesign Recent Developments and Future Plans

2.9 Syniverse

2.9.1 Syniverse Details

2.9.2 Syniverse Major Business

2.9.3 Syniverse Enterprise SMS Product and Solutions

2.9.4 Syniverse Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)

2.9.5 Syniverse Recent Developments and Future Plans

2.10 Route Mobile Limited

2.10.1 Route Mobile Limited Details

2.10.2 Route Mobile Limited Major Business

2.10.3 Route Mobile Limited Enterprise SMS Product and Solutions

2.10.4 Route Mobile Limited Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)

2.10.5 Route Mobile Limited Recent Developments and Future Plans

2.11 Vibes

2.11.1 Vibes Details

2.11.2 Vibes Major Business

2.11.3 Vibes Enterprise SMS Product and Solutions

2.11.4 Vibes Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)

2.11.5 Vibes Recent Developments and Future Plans

2.12 Plivo

2.12.1 Plivo Details

2.12.2 Plivo Major Business

2.12.3 Plivo Enterprise SMS Product and Solutions

2.12.4 Plivo Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)

2.12.5 Plivo Recent Developments and Future Plans

2.13 Mitto

2.13.1 Mitto Details

2.13.2 Mitto Major Business

2.13.3 Mitto Enterprise SMS Product and Solutions

2.13.4 Mitto Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)

- 2.13.5 Mitto Recent Developments and Future Plans
- 2.14 Zenvia
 - 2.14.1 Zenvia Details
 - 2.14.2 Zenvia Major Business
 - 2.14.3 Zenvia Enterprise SMS Product and Solutions
 - 2.14.4 Zenvia Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)
 - 2.14.5 Zenvia Recent Developments and Future Plans
- 2.15 Genesys Telecommunications
 - 2.15.1 Genesys Telecommunications Details
 - 2.15.2 Genesys Telecommunications Major Business
 - 2.15.3 Genesys Telecommunications Enterprise SMS Product and Solutions
 - 2.15.4 Genesys Telecommunications Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)
 - 2.15.5 Genesys Telecommunications Recent Developments and Future Plans
- 2.16 Beijing Emay Softcom Technology
 - 2.16.1 Beijing Emay Softcom Technology Details
 - 2.16.2 Beijing Emay Softcom Technology Major Business
 - 2.16.3 Beijing Emay Softcom Technology Enterprise SMS Product and Solutions
 - 2.16.4 Beijing Emay Softcom Technology Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)
 - 2.16.5 Beijing Emay Softcom Technology Recent Developments and Future Plans
- 2.17 Tyntec
 - 2.17.1 Tyntec Details
 - 2.17.2 Tyntec Major Business
 - 2.17.3 Tyntec Enterprise SMS Product and Solutions
 - 2.17.4 Tyntec Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)
 - 2.17.5 Tyntec Recent Developments and Future Plans
- 2.18 Accrete
 - 2.18.1 Accrete Details
 - 2.18.2 Accrete Major Business
 - 2.18.3 Accrete Enterprise SMS Product and Solutions
 - 2.18.4 Accrete Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)
 - 2.18.5 Accrete Recent Developments and Future Plans
- 2.19 Soprano
 - 2.19.1 Soprano Details
 - 2.19.2 Soprano Major Business
 - 2.19.3 Soprano Enterprise SMS Product and Solutions
 - 2.19.4 Soprano Enterprise SMS Revenue, Gross Margin and Market Share

(2019-2024)

2.19.5 Soprano Recent Developments and Future Plans

2.20 Clickatell

2.20.1 Clickatell Details

2.20.2 Clickatell Major Business

2.20.3 Clickatell Enterprise SMS Product and Solutions

2.20.4 Clickatell Enterprise SMS Revenue, Gross Margin and Market Share

(2019-2024)

2.20.5 Clickatell Recent Developments and Future Plans

2.21 Pontaltech

2.21.1 Pontaltech Details

2.21.2 Pontaltech Major Business

2.21.3 Pontaltech Enterprise SMS Product and Solutions

2.21.4 Pontaltech Enterprise SMS Revenue, Gross Margin and Market Share

(2019-2024)

2.21.5 Pontaltech Recent Developments and Future Plans

2.22 Beijing Chuangshimandao Science and Technology

2.22.1 Beijing Chuangshimandao Science and Technology Details

2.22.2 Beijing Chuangshimandao Science and Technology Major Business

2.22.3 Beijing Chuangshimandao Science and Technology Enterprise SMS Product and Solutions

2.22.4 Beijing Chuangshimandao Science and Technology Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)

2.22.5 Beijing Chuangshimandao Science and Technology Recent Developments and Future Plans

2.23 FotryTwo

2.23.1 FotryTwo Details

2.23.2 FotryTwo Major Business

2.23.3 FotryTwo Enterprise SMS Product and Solutions

2.23.4 FotryTwo Enterprise SMS Revenue, Gross Margin and Market Share

(2019-2024)

2.23.5 FotryTwo Recent Developments and Future Plans

2.24 AMD Telecom S.A

2.24.1 AMD Telecom S.A Details

2.24.2 AMD Telecom S.A Major Business

2.24.3 AMD Telecom S.A Enterprise SMS Product and Solutions

2.24.4 AMD Telecom S.A Enterprise SMS Revenue, Gross Margin and Market Share

(2019-2024)

2.24.5 AMD Telecom S.A Recent Developments and Future Plans

2.25 TXImpact

2.25.1 TXImpact Details

2.25.2 TXImpact Major Business

2.25.3 TXImpact Enterprise SMS Product and Solutions

2.25.4 TXImpact Enterprise SMS Revenue, Gross Margin and Market Share (2019-2024)

2.25.5 TXImpact Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

3.1 Global Enterprise SMS Revenue and Share by Players (2019-2024)

3.2 Market Share Analysis (2023)

3.2.1 Market Share of Enterprise SMS by Company Revenue

3.2.2 Top 3 Enterprise SMS Players Market Share in 2023

3.2.3 Top 6 Enterprise SMS Players Market Share in 2023

3.3 Enterprise SMS Market: Overall Company Footprint Analysis

3.3.1 Enterprise SMS Market: Region Footprint

3.3.2 Enterprise SMS Market: Company Product Type Footprint

3.3.3 Enterprise SMS Market: Company Product Application Footprint

3.4 New Market Entrants and Barriers to Market Entry

3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

4.1 Global Enterprise SMS Consumption Value and Market Share by Type (2019-2024)

4.2 Global Enterprise SMS Market Forecast by Type (2025-2030)

5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global Enterprise SMS Consumption Value Market Share by Application (2019-2024)

5.2 Global Enterprise SMS Market Forecast by Application (2025-2030)

6 NORTH AMERICA

6.1 North America Enterprise SMS Consumption Value by Type (2019-2030)

6.2 North America Enterprise SMS Consumption Value by Application (2019-2030)

6.3 North America Enterprise SMS Market Size by Country

6.3.1 North America Enterprise SMS Consumption Value by Country (2019-2030)

6.3.2 United States Enterprise SMS Market Size and Forecast (2019-2030)

6.3.3 Canada Enterprise SMS Market Size and Forecast (2019-2030)

6.3.4 Mexico Enterprise SMS Market Size and Forecast (2019-2030)

7 EUROPE

7.1 Europe Enterprise SMS Consumption Value by Type (2019-2030)

7.2 Europe Enterprise SMS Consumption Value by Application (2019-2030)

7.3 Europe Enterprise SMS Market Size by Country

7.3.1 Europe Enterprise SMS Consumption Value by Country (2019-2030)

7.3.2 Germany Enterprise SMS Market Size and Forecast (2019-2030)

7.3.3 France Enterprise SMS Market Size and Forecast (2019-2030)

7.3.4 United Kingdom Enterprise SMS Market Size and Forecast (2019-2030)

7.3.5 Russia Enterprise SMS Market Size and Forecast (2019-2030)

7.3.6 Italy Enterprise SMS Market Size and Forecast (2019-2030)

8 ASIA-PACIFIC

8.1 Asia-Pacific Enterprise SMS Consumption Value by Type (2019-2030)

8.2 Asia-Pacific Enterprise SMS Consumption Value by Application (2019-2030)

8.3 Asia-Pacific Enterprise SMS Market Size by Region

8.3.1 Asia-Pacific Enterprise SMS Consumption Value by Region (2019-2030)

8.3.2 China Enterprise SMS Market Size and Forecast (2019-2030)

8.3.3 Japan Enterprise SMS Market Size and Forecast (2019-2030)

8.3.4 South Korea Enterprise SMS Market Size and Forecast (2019-2030)

8.3.5 India Enterprise SMS Market Size and Forecast (2019-2030)

8.3.6 Southeast Asia Enterprise SMS Market Size and Forecast (2019-2030)

8.3.7 Australia Enterprise SMS Market Size and Forecast (2019-2030)

9 SOUTH AMERICA

9.1 South America Enterprise SMS Consumption Value by Type (2019-2030)

9.2 South America Enterprise SMS Consumption Value by Application (2019-2030)

9.3 South America Enterprise SMS Market Size by Country

9.3.1 South America Enterprise SMS Consumption Value by Country (2019-2030)

9.3.2 Brazil Enterprise SMS Market Size and Forecast (2019-2030)

9.3.3 Argentina Enterprise SMS Market Size and Forecast (2019-2030)

10 MIDDLE EAST & AFRICA

- 10.1 Middle East & Africa Enterprise SMS Consumption Value by Type (2019-2030)
- 10.2 Middle East & Africa Enterprise SMS Consumption Value by Application (2019-2030)
- 10.3 Middle East & Africa Enterprise SMS Market Size by Country
 - 10.3.1 Middle East & Africa Enterprise SMS Consumption Value by Country (2019-2030)
 - 10.3.2 Turkey Enterprise SMS Market Size and Forecast (2019-2030)
 - 10.3.3 Saudi Arabia Enterprise SMS Market Size and Forecast (2019-2030)
 - 10.3.4 UAE Enterprise SMS Market Size and Forecast (2019-2030)

11 MARKET DYNAMICS

- 11.1 Enterprise SMS Market Drivers
- 11.2 Enterprise SMS Market Restraints
- 11.3 Enterprise SMS Trends Analysis
- 11.4 Porters Five Forces Analysis
 - 11.4.1 Threat of New Entrants
 - 11.4.2 Bargaining Power of Suppliers
 - 11.4.3 Bargaining Power of Buyers
 - 11.4.4 Threat of Substitutes
 - 11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

- 12.1 Enterprise SMS Industry Chain
- 12.2 Enterprise SMS Upstream Analysis
- 12.3 Enterprise SMS Midstream Analysis
- 12.4 Enterprise SMS Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

- 14.1 Methodology
- 14.2 Research Process and Data Source
- 14.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Enterprise SMS Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Enterprise SMS Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. Global Enterprise SMS Consumption Value by Region (2019-2024) & (USD Million)

Table 4. Global Enterprise SMS Consumption Value by Region (2025-2030) & (USD Million)

Table 5. Twilio Company Information, Head Office, and Major Competitors

Table 6. Twilio Major Business

Table 7. Twilio Enterprise SMS Product and Solutions

Table 8. Twilio Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 9. Twilio Recent Developments and Future Plans

Table 10. Sinch Company Information, Head Office, and Major Competitors

Table 11. Sinch Major Business

Table 12. Sinch Enterprise SMS Product and Solutions

Table 13. Sinch Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 14. Sinch Recent Developments and Future Plans

Table 15. Infobip Company Information, Head Office, and Major Competitors

Table 16. Infobip Major Business

Table 17. Infobip Enterprise SMS Product and Solutions

Table 18. Infobip Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 19. Infobip Recent Developments and Future Plans

Table 20. MessageBird Company Information, Head Office, and Major Competitors

Table 21. MessageBird Major Business

Table 22. MessageBird Enterprise SMS Product and Solutions

Table 23. MessageBird Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 24. MessageBird Recent Developments and Future Plans

Table 25. Tanla Company Information, Head Office, and Major Competitors

Table 26. Tanla Major Business

Table 27. Tanla Enterprise SMS Product and Solutions

Table 28. Tanla Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 29. Tanla Recent Developments and Future Plans

Table 30. Montnets Cloud Technology Company Information, Head Office, and Major Competitors

Table 31. Montnets Cloud Technology Major Business

Table 32. Montnets Cloud Technology Enterprise SMS Product and Solutions

Table 33. Montnets Cloud Technology Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 34. Montnets Cloud Technology Recent Developments and Future Plans

Table 35. Beijing Guodu Internet Technology Company Information, Head Office, and Major Competitors

Table 36. Beijing Guodu Internet Technology Major Business

Table 37. Beijing Guodu Internet Technology Enterprise SMS Product and Solutions

Table 38. Beijing Guodu Internet Technology Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 39. Beijing Guodu Internet Technology Recent Developments and Future Plans

Table 40. Telesign Company Information, Head Office, and Major Competitors

Table 41. Telesign Major Business

Table 42. Telesign Enterprise SMS Product and Solutions

Table 43. Telesign Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 44. Telesign Recent Developments and Future Plans

Table 45. Syniverse Company Information, Head Office, and Major Competitors

Table 46. Syniverse Major Business

Table 47. Syniverse Enterprise SMS Product and Solutions

Table 48. Syniverse Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 49. Syniverse Recent Developments and Future Plans

Table 50. Route Mobile Limited Company Information, Head Office, and Major Competitors

Table 51. Route Mobile Limited Major Business

Table 52. Route Mobile Limited Enterprise SMS Product and Solutions

Table 53. Route Mobile Limited Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 54. Route Mobile Limited Recent Developments and Future Plans

Table 55. Vibes Company Information, Head Office, and Major Competitors

Table 56. Vibes Major Business

Table 57. Vibes Enterprise SMS Product and Solutions

Table 58. Vibes Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 59. Vibes Recent Developments and Future Plans

Table 60. Plivo Company Information, Head Office, and Major Competitors

Table 61. Plivo Major Business

Table 62. Plivo Enterprise SMS Product and Solutions

Table 63. Plivo Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 64. Plivo Recent Developments and Future Plans

Table 65. Mitto Company Information, Head Office, and Major Competitors

Table 66. Mitto Major Business

Table 67. Mitto Enterprise SMS Product and Solutions

Table 68. Mitto Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 69. Mitto Recent Developments and Future Plans

Table 70. Zenvia Company Information, Head Office, and Major Competitors

Table 71. Zenvia Major Business

Table 72. Zenvia Enterprise SMS Product and Solutions

Table 73. Zenvia Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 74. Zenvia Recent Developments and Future Plans

Table 75. Genesys Telecommunications Company Information, Head Office, and Major Competitors

Table 76. Genesys Telecommunications Major Business

Table 77. Genesys Telecommunications Enterprise SMS Product and Solutions

Table 78. Genesys Telecommunications Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 79. Genesys Telecommunications Recent Developments and Future Plans

Table 80. Beijing Emay Softcom Technology Company Information, Head Office, and Major Competitors

Table 81. Beijing Emay Softcom Technology Major Business

Table 82. Beijing Emay Softcom Technology Enterprise SMS Product and Solutions

Table 83. Beijing Emay Softcom Technology Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 84. Beijing Emay Softcom Technology Recent Developments and Future Plans

Table 85. Tyntec Company Information, Head Office, and Major Competitors

Table 86. Tyntec Major Business

Table 87. Tyntec Enterprise SMS Product and Solutions

Table 88. Tyntec Enterprise SMS Revenue (USD Million), Gross Margin and Market

Share (2019-2024)

Table 89. Tyntec Recent Developments and Future Plans

Table 90. Accrete Company Information, Head Office, and Major Competitors

Table 91. Accrete Major Business

Table 92. Accrete Enterprise SMS Product and Solutions

Table 93. Accrete Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 94. Accrete Recent Developments and Future Plans

Table 95. Soprano Company Information, Head Office, and Major Competitors

Table 96. Soprano Major Business

Table 97. Soprano Enterprise SMS Product and Solutions

Table 98. Soprano Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 99. Soprano Recent Developments and Future Plans

Table 100. Clickatell Company Information, Head Office, and Major Competitors

Table 101. Clickatell Major Business

Table 102. Clickatell Enterprise SMS Product and Solutions

Table 103. Clickatell Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 104. Clickatell Recent Developments and Future Plans

Table 105. Pontaltech Company Information, Head Office, and Major Competitors

Table 106. Pontaltech Major Business

Table 107. Pontaltech Enterprise SMS Product and Solutions

Table 108. Pontaltech Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 109. Pontaltech Recent Developments and Future Plans

Table 110. Beijing Chuangshimandao Science and Technology Company Information, Head Office, and Major Competitors

Table 111. Beijing Chuangshimandao Science and Technology Major Business

Table 112. Beijing Chuangshimandao Science and Technology Enterprise SMS Product and Solutions

Table 113. Beijing Chuangshimandao Science and Technology Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 114. Beijing Chuangshimandao Science and Technology Recent Developments and Future Plans

Table 115. FotryTwo Company Information, Head Office, and Major Competitors

Table 116. FotryTwo Major Business

Table 117. FotryTwo Enterprise SMS Product and Solutions

Table 118. FotryTwo Enterprise SMS Revenue (USD Million), Gross Margin and Market

Share (2019-2024)

Table 119. FofryTwo Recent Developments and Future Plans

Table 120. AMD Telecom S.A Company Information, Head Office, and Major Competitors

Table 121. AMD Telecom S.A Major Business

Table 122. AMD Telecom S.A Enterprise SMS Product and Solutions

Table 123. AMD Telecom S.A Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 124. AMD Telecom S.A Recent Developments and Future Plans

Table 125. TXTImpact Company Information, Head Office, and Major Competitors

Table 126. TXTImpact Major Business

Table 127. TXTImpact Enterprise SMS Product and Solutions

Table 128. TXTImpact Enterprise SMS Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 129. TXTImpact Recent Developments and Future Plans

Table 130. Global Enterprise SMS Revenue (USD Million) by Players (2019-2024)

Table 131. Global Enterprise SMS Revenue Share by Players (2019-2024)

Table 132. Breakdown of Enterprise SMS by Company Type (Tier 1, Tier 2, and Tier 3)

Table 133. Market Position of Players in Enterprise SMS, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2023

Table 134. Head Office of Key Enterprise SMS Players

Table 135. Enterprise SMS Market: Company Product Type Footprint

Table 136. Enterprise SMS Market: Company Product Application Footprint

Table 137. Enterprise SMS New Market Entrants and Barriers to Market Entry

Table 138. Enterprise SMS Mergers, Acquisition, Agreements, and Collaborations

Table 139. Global Enterprise SMS Consumption Value (USD Million) by Type (2019-2024)

Table 140. Global Enterprise SMS Consumption Value Share by Type (2019-2024)

Table 141. Global Enterprise SMS Consumption Value Forecast by Type (2025-2030)

Table 142. Global Enterprise SMS Consumption Value by Application (2019-2024)

Table 143. Global Enterprise SMS Consumption Value Forecast by Application (2025-2030)

Table 144. North America Enterprise SMS Consumption Value by Type (2019-2024) & (USD Million)

Table 145. North America Enterprise SMS Consumption Value by Type (2025-2030) & (USD Million)

Table 146. North America Enterprise SMS Consumption Value by Application (2019-2024) & (USD Million)

Table 147. North America Enterprise SMS Consumption Value by Application

(2025-2030) & (USD Million)

Table 148. North America Enterprise SMS Consumption Value by Country (2019-2024) & (USD Million)

Table 149. North America Enterprise SMS Consumption Value by Country (2025-2030) & (USD Million)

Table 150. Europe Enterprise SMS Consumption Value by Type (2019-2024) & (USD Million)

Table 151. Europe Enterprise SMS Consumption Value by Type (2025-2030) & (USD Million)

Table 152. Europe Enterprise SMS Consumption Value by Application (2019-2024) & (USD Million)

Table 153. Europe Enterprise SMS Consumption Value by Application (2025-2030) & (USD Million)

Table 154. Europe Enterprise SMS Consumption Value by Country (2019-2024) & (USD Million)

Table 155. Europe Enterprise SMS Consumption Value by Country (2025-2030) & (USD Million)

Table 156. Asia-Pacific Enterprise SMS Consumption Value by Type (2019-2024) & (USD Million)

Table 157. Asia-Pacific Enterprise SMS Consumption Value by Type (2025-2030) & (USD Million)

Table 158. Asia-Pacific Enterprise SMS Consumption Value by Application (2019-2024) & (USD Million)

Table 159. Asia-Pacific Enterprise SMS Consumption Value by Application (2025-2030) & (USD Million)

Table 160. Asia-Pacific Enterprise SMS Consumption Value by Region (2019-2024) & (USD Million)

Table 161. Asia-Pacific Enterprise SMS Consumption Value by Region (2025-2030) & (USD Million)

Table 162. South America Enterprise SMS Consumption Value by Type (2019-2024) & (USD Million)

Table 163. South America Enterprise SMS Consumption Value by Type (2025-2030) & (USD Million)

Table 164. South America Enterprise SMS Consumption Value by Application (2019-2024) & (USD Million)

Table 165. South America Enterprise SMS Consumption Value by Application (2025-2030) & (USD Million)

Table 166. South America Enterprise SMS Consumption Value by Country (2019-2024) & (USD Million)

Table 167. South America Enterprise SMS Consumption Value by Country (2025-2030) & (USD Million)

Table 168. Middle East & Africa Enterprise SMS Consumption Value by Type (2019-2024) & (USD Million)

Table 169. Middle East & Africa Enterprise SMS Consumption Value by Type (2025-2030) & (USD Million)

Table 170. Middle East & Africa Enterprise SMS Consumption Value by Application (2019-2024) & (USD Million)

Table 171. Middle East & Africa Enterprise SMS Consumption Value by Application (2025-2030) & (USD Million)

Table 172. Middle East & Africa Enterprise SMS Consumption Value by Country (2019-2024) & (USD Million)

Table 173. Middle East & Africa Enterprise SMS Consumption Value by Country (2025-2030) & (USD Million)

Table 174. Enterprise SMS Raw Material

Table 175. Key Suppliers of Enterprise SMS Raw Materials

List Of Figures

LIST OF FIGURES

Figure 1. Enterprise SMS Picture

Figure 2. Global Enterprise SMS Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Enterprise SMS Consumption Value Market Share by Type in 2023

Figure 4. Industry Application A2P SMS

Figure 5. Verification Code A2P SMS

Figure 6. Marketing A2P SMS

Figure 7. Global Enterprise SMS Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 8. Enterprise SMS Consumption Value Market Share by Application in 2023

Figure 9. BFSI Picture

Figure 10. E-commerce Picture

Figure 11. Retail Picture

Figure 12. Travel Picture

Figure 13. Government Picture

Figure 14. Transportation and logistics Picture

Figure 15. Others Picture

Figure 16. Global Enterprise SMS Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 17. Global Enterprise SMS Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 18. Global Market Enterprise SMS Consumption Value (USD Million) Comparison by Region (2019 & 2023 & 2030)

Figure 19. Global Enterprise SMS Consumption Value Market Share by Region (2019-2030)

Figure 20. Global Enterprise SMS Consumption Value Market Share by Region in 2023

Figure 21. North America Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 22. Europe Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 23. Asia-Pacific Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 24. South America Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 25. Middle East and Africa Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 26. Global Enterprise SMS Revenue Share by Players in 2023

Figure 27. Enterprise SMS Market Share by Company Type (Tier 1, Tier 2 and Tier 3) in 2023

Figure 28. Global Top 3 Players Enterprise SMS Market Share in 2023

Figure 29. Global Top 6 Players Enterprise SMS Market Share in 2023

Figure 30. Global Enterprise SMS Consumption Value Share by Type (2019-2024)

Figure 31. Global Enterprise SMS Market Share Forecast by Type (2025-2030)

Figure 32. Global Enterprise SMS Consumption Value Share by Application (2019-2024)

Figure 33. Global Enterprise SMS Market Share Forecast by Application (2025-2030)

Figure 34. North America Enterprise SMS Consumption Value Market Share by Type (2019-2030)

Figure 35. North America Enterprise SMS Consumption Value Market Share by Application (2019-2030)

Figure 36. North America Enterprise SMS Consumption Value Market Share by Country (2019-2030)

Figure 37. United States Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 38. Canada Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 39. Mexico Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 40. Europe Enterprise SMS Consumption Value Market Share by Type (2019-2030)

Figure 41. Europe Enterprise SMS Consumption Value Market Share by Application (2019-2030)

Figure 42. Europe Enterprise SMS Consumption Value Market Share by Country (2019-2030)

Figure 43. Germany Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 44. France Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 45. United Kingdom Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 46. Russia Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 47. Italy Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 48. Asia-Pacific Enterprise SMS Consumption Value Market Share by Type (2019-2030)

Figure 49. Asia-Pacific Enterprise SMS Consumption Value Market Share by Application (2019-2030)

Figure 50. Asia-Pacific Enterprise SMS Consumption Value Market Share by Region (2019-2030)

Figure 51. China Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 52. Japan Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 53. South Korea Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 54. India Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 55. Southeast Asia Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 56. Australia Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 57. South America Enterprise SMS Consumption Value Market Share by Type (2019-2030)

Figure 58. South America Enterprise SMS Consumption Value Market Share by Application (2019-2030)

Figure 59. South America Enterprise SMS Consumption Value Market Share by Country (2019-2030)

Figure 60. Brazil Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 61. Argentina Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 62. Middle East and Africa Enterprise SMS Consumption Value Market Share by Type (2019-2030)

Figure 63. Middle East and Africa Enterprise SMS Consumption Value Market Share by Application (2019-2030)

Figure 64. Middle East and Africa Enterprise SMS Consumption Value Market Share by Country (2019-2030)

Figure 65. Turkey Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 66. Saudi Arabia Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 67. UAE Enterprise SMS Consumption Value (2019-2030) & (USD Million)

Figure 68. Enterprise SMS Market Drivers

Figure 69. Enterprise SMS Market Restraints

Figure 70. Enterprise SMS Market Trends

Figure 71. Porters Five Forces Analysis

Figure 72. Manufacturing Cost Structure Analysis of Enterprise SMS in 2023

Figure 73. Manufacturing Process Analysis of Enterprise SMS

Figure 74. Enterprise SMS Industrial Chain

Figure 75. Methodology

Figure 76. Research Process and Data Source

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