

# Global One Way A2P SMS Market 2023 by Company, Regions, Type and Application, Forecast to 2029

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## Abstracts

According to our (Global Info Research) latest study, the global One Way A2P SMS market size was valued at USD 22630 million in 2022 and is forecast to a readjusted size of USD 21440 million by 2029 with a CAGR of -0.8% during review period.

A2P meaning and definition can slightly vary between context and country. It does, however, always translate to “application-to-person”. As the name states, in a loose sense, it is receiving a message from an application instead of another person.

Usually, “application to person” has an extremely far-reaching definition. Any type of SMS flow from anything that isn’t a person falls under A2P messaging. For example, in the USA and Canada, the interpretation includes absolutely any marketing messaging, reminders, chatbots, etc. Basically, anything that is automated is A2P.

One Way A2P (Application-to-Person) SMS, also known as outbound A2P SMS, refers to the sending of text messages from an application, software, or system to a mobile device, typically to deliver information, alerts, notifications, marketing messages, or transactional messages. Unlike person-to-person (P2P) SMS, where individuals exchange messages directly with one another, A2P SMS involves automated communication from an application or business entity to a recipient.

Pro:

one-way texting makes it easy to send bulk SMS.

one-way texting keeps you from getting flooded with responses.

one-way texting is great for many types of SMS campaigns.

one-way texting saves time for everyone.

Con:

one-way texting makes it difficult to gauge feedback.

one-way texting isn't always friendly or personable.

The Global Info Research report includes an overview of the development of the One Way A2P 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 One Way A2P SMS.

Regionally, the report analyzes the One Way A2P 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 One Way A2P SMS market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the One Way 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 One Way 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 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 One Way A2P SMS market.

**Regional Analysis:** The report involves examining the One Way 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 One Way 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 One Way A2P SMS:

**Company Analysis:** Report covers individual One Way A2P 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 One Way 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 One Way A2P SMS. It assesses the current state, advancements, and potential future developments in One Way A2P SMS areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the One Way 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

One Way A2P SMS market is split by Type and by Application. For the period 2018-2029, 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 One Way A2P SMS product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of One Way A2P SMS, with revenue, gross margin and global market share of One Way A2P SMS from 2018 to 2023.

Chapter 3, the One Way 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 2018 to 2029.

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 2018 to 2023. and One Way A2P SMS market forecast, by regions, type and application, with consumption value, from 2024 to 2029.

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 One Way A2P SMS.

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

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