

Global One Way A2P SMS Supply, Demand and Key Producers, 2023-2029

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Abstracts

The global One Way A2P SMS market size is expected to reach \$ 21440 million by 2029, rising at a market growth of -0.8% CAGR during the forecast period (2023-2029).

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.

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.

This report studies the global One Way A2P SMS demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for One Way A2P SMS, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2022 as the base year. This report explores demand trends and competition, as well as details the characteristics of One Way A2P SMS that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global One Way A2P SMS total market, 2018-2029, (USD Million)

Global One Way A2P SMS total market by region & country, CAGR, 2018-2029, (USD Million)

U.S. VS China: One Way A2P SMS total market, key domestic companies and share, (USD Million)

Global One Way A2P SMS revenue by player and market share 2018-2023, (USD Million)

Global One Way A2P SMS total market by Type, CAGR, 2018-2029, (USD Million)

Global One Way A2P SMS total market by Application, CAGR, 2018-2029, (USD Million).

This reports profiles major players in the global One Way A2P SMS 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, Sinch, Infobip, MessageBird, Tanla, Montnets Cloud Technology, Beijing Guodu Internet Technology, Telesign and Syniverse, 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 One Way A2P SMS 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 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global One Way A2P SMS Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global One Way A2P SMS Market, Segmentation by Type

Industry Application A2P SMS

Verification Code A2P SMS

Marketing A2P SMS

Global One Way A2P SMS Market, Segmentation by Application

BFSI

E-commerce

Retail

Travel

Government

Transportation and logistics

Others

Companies Profiled:

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

Key Questions Answered

1. How big is the global One Way A2P SMS market?

2. What is the demand of the global One Way A2P SMS market?
3. What is the year over year growth of the global One Way A2P SMS market?
4. What is the total value of the global One Way A2P SMS market?
5. Who are the major players in the global One Way A2P SMS market?

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