

Global Premium Messaging Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Premium Messaging is a process of sending mobile messages such as SMS and MMS from an application to a mobile user.

Scope of the Report:

Increase in mobile subscriber base; focus on enhancing customer interaction; and surging adoption of A2P (two-factor authentication) are some of the driving factors that are anticipated to create new growth opportunities for prominent players. However, grey routes denting revenue; and increase in mobile messaging spam is projected to limit the market during the forecast period.

The global Premium Messaging market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% 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 Premium Messaging.

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%.

This report studies the Premium Messaging 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 Premium Messaging market by product type and applications/end industries.

Market Segment by Companies, this report covers

Verizon

Mblox

Twilio, Inc.

ATandT

Beepsend

CLX Communications

Dialogue Communications Ltd.

Infobip Ltd.

Mahindra Comviva

Tata Communications Ltd.

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

Cloud API Messaging Platform

Traditional and Managed Messaging Services

Market Segment by Applications, can be divided into

Banking and Financial Institutions

Transport and Travelling

Healthcare

Media and Entertainment

Retail

Others

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