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Global SMS Marketing Software For Ecommerce Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global SMS Marketing Software For Ecommerce market size was valued at US$ 3493 million in 2025 and is forecast to a readjusted size of US$ 10453 million by 2032 with a CAGR of 16.9% during review period.

E-commerce SMS marketing software is a cloud-based or local deployment digital marketing tool specially built for online retail brands, independent stores, cross-border e-commerce platforms, and omnichannel merchants. It enables businesses to send permission-based text messages (SMS, MMS, RCS) to customer mobile numbers, automate customer communication, track campaign performance, and integrate with mainstream e-commerce backend systems.

The global SMS marketing software for ecommerce market is experiencing strong expansion as online retailers increase investment in owned customer-engagement channels, first-party customer data and mobile-based retention marketing. Demand is primarily driven by the ability of SMS platforms to connect directly with ecommerce transaction and behavioral data. The market is mainly concentrated on a few large-scale omnichannel platforms and a small number of highly specialized e-commerce SMS service providers.

Artificial intelligence is becoming the principal technology differentiator. Platforms are introducing AI-generated content, send-time optimization, automated audience selection, predictive product recommendations and conversational shopping assistants. The competitive focus is consequently moving from “sending text messages” toward autonomous customer-journey orchestration, where software determines the

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appropriate customer, channel, message, timing and product recommendation.

RCS represents another important development. It enables verified brand profiles, richer images, videos, product carousels, suggested replies and more interactive shopping experiences than conventional SMS.

North America currently represents the most commercially developed regional market because of its large direct-to-consumer brand ecosystem, high Shopify penetration and established use of SMS as a revenue channel. Europe offers substantial potential but requires more localized compliance, language support and consent management. The EU ePrivacy framework generally requires prior consent for electronic direct marketing, while the UK's PECR rules specifically regulate marketing by text and other electronic messages. Canada's CASL similarly requires consent, sender identification and a functioning unsubscribe mechanism for commercial electronic messages. Asia-Pacific is a significant long-term opportunity, although SMS software must compete and integrate with regionally dominant messaging channels, including WhatsApp, LINE, KakaoTalk and other over-the-top communication services.

The main market challenges are regulatory exposure, customer fatigue, opt-out rates, spam filtering, carrier registration requirements, rising message-delivery costs and inconsistent revenue attribution. In the United States, automated promotional texts are generally subject to TCPA and FCC consent requirements, making consent records and opt-out processing essential platform capabilities. Vendors must also prevent excessive messaging, maintain sender reputation and distinguish legitimate branded communication from rapidly increasing scam and smishing traffic. As basic campaign creation becomes commoditized, pricing pressure will increase, particularly among small merchants that can obtain entry-level SMS features from existing email or commerce platforms.

Overall, the market outlook remains favorable. Growth will increasingly come from automated retention journeys, enterprise adoption, international expansion, AI-powered conversational commerce and the gradual commercialization of RCS. The strongest vendors will be those that combine ecommerce-native integrations, reliable global delivery, automated regulatory compliance, transparent attribution, unified customer data and coordinated SMS, email, push, WhatsApp and RCS workflows. Standalone bulk-SMS tools without advanced segmentation, artificial intelligence or commerce integrations are expected to lose share, while specialist platforms and unified B2C CRM providers compete for control of the broader customer-retention technology stack.

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Report Scope

This report is a detailed and comprehensive analysis for global SMS Marketing Software For Ecommerce market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global SMS Marketing Software For Ecommerce market size and forecasts, in consumption value ($ Million), 2021-2032

Global SMS Marketing Software For Ecommerce market size and forecasts by region and country, in consumption value ($ Million), 2021-2032

Global SMS Marketing Software For Ecommerce market size and forecasts, by Type and by Application, in consumption value ($ Million), 2021-2032

Global SMS Marketing Software For Ecommerce market shares of main players, in revenue ($ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for SMS Marketing Software For Ecommerce

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global SMS Marketing Software For Ecommerce 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 Attentive, Klaviyo, Twilio, Braze, Salesforce Marketing Cloud, Sinch, Mailchimp, SAP

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Emarsys, Adobe Journey Optimizer, Infobip, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

SMS Marketing Software For Ecommerce market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Cloud-based

On-premises

Market segment by Message Media Type Supported

Pure Text SMS (Standard SMS)

MMS Multimedia SMS Software

RCS Business Messaging Platform (Advanced SMS tool)

Market segment by Technical Integration Method

Plugin/Embedded SMS Tools

API-Driven SMS Gateway Software

Independent Standalone Web SMS System

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Market segment by Application

SMEs

Large Enterprises

Market segment by players, this report covers

Attentive

Klaviyo

Twilio

Braze

Salesforce Marketing Cloud

Sinch

Mailchimp

SAP Emarsys

Adobe Journey Optimizer

Infobip

Postscript

Brevo

Omnisend

Oracle Responsys

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Bird

Bloomreach

Listrak

Wunderkind

Blueshift

Drip

EZ Texting

TextMagic

Emotive

Recart

Alibaba Cloud SMS

SendPulse

Ymirlink?Cuenote SMS?

NHN Cloud Notification

SlickText

Trumpia

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

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Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

Chapter Outline

Chapter 1, to describe SMS Marketing Software For Ecommerce product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of SMS Marketing Software For Ecommerce, with revenue, gross margin, and global market share of SMS Marketing Software For Ecommerce from 2021 to 2026.

Chapter 3, the SMS Marketing Software For Ecommerce 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 by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026.and SMS Marketing Software For Ecommerce market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of SMS Marketing Software For Ecommerce.

Chapter 13, to describe SMS Marketing Software For Ecommerce research findings and conclusion.

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