

# Messaging Application API Market Size, Share & Trends Analysis Report By Type (Open APIs, Private APIs), By Function, By Application, By Enterprise Size, By End-use, By Region, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/MECE43DD3421EN.html>

Date: March 2025

Pages: 142

Price: US\$ 4,950.00 (Single User License)

ID: MECE43DD3421EN

## Abstracts

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### Messaging Application API Market Trends

The global messaging application API market size was estimated at USD 46.75 billion in 2024 and is projected to grow at a CAGR of 18.9% from 2025 to 2030. The increasing adoption of digital communication platforms and the growing demand for personalized customer interactions drive market expansion. Messaging APIs are widely used across e-commerce, banking, and healthcare industries for notifications, two-factor authentication, and marketing campaigns, fueling their demand. In addition, integrating messaging APIs with various communication channels, such as SMS and Over-the-Top (OTT) messaging platforms, enhances their utility.

In addition, the rapid advancements in AI technologies, such as machine learning and natural language processing, are enhancing the capabilities of messaging APIs. This technological progress will likely improve customer experience and operational efficiency by enabling more personalized and automated communication. Furthermore, the increasing focus on real-time communication through asynchronous APIs and adopting technologies such as GraphQL are anticipated to propel market growth. For instance, GitHub utilizes GraphQL to offer a flexible and unified API that enables developers to query data across multiple services, including repositories, issues, and pull requests. This approach allows developers to access and manipulate specific data

efficiently, streamlining the process of building integrations and applications on GitHub's platform.

Moreover, broader economic trends, including the recovery of key sectors such as e-commerce and digital services, support market growth. As businesses continue investing in digital transformation and innovation, the demand for messaging APIs will likely increase. This trend aligns with the overall shift toward cloud-based automation and the integration of advanced technologies such as edge computing and GraphQL, which enhance APIs' flexibility and real-time capabilities.

### Global Messaging Application API Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2017 to 2030. For this study, Grand View Research has segmented the global messaging application API market report based on type, function, application, enterprise size, end use, and region:

Type Outlook (Revenue, USD Million, 2017 - 2030)

Open APIs

Private APIs

Function Outlook (Revenue, USD Million, 2017 - 2030)

Messaging APIs

Authentication & Identity APIs

Voice & VideoCall APIs

Others

Application Outlook (Revenue, USD Million, 2017 - 2030)

Customer Engagement

Collaboration Tools

Marketing and Notifications

IoT & Automation

Others

Enterprise Size Outlook (Revenue, USD Million, 2017 - 2030)

Small & Medium Enterprises (SMEs)

Large Enterprises

End Use Outlook (Revenue, USD Million, 2017 - 2030)

E-commerce & Retail

Banking & Financial Services

Healthcare

Travel & Hospitality

IT & Telecom

Others

Regional Outlook (Revenue, USD Million, 2017 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

Japan

India

Thailand

Australia

South Korea

Latin America

Brazil

Middle East and Africa (MEA)

UAE

KSA

South Africa

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