

Rich Communication Services Market Size, Share & Trends Analysis Report By Communication Type (A2P, P2A, P2P), By Vertical (Retail, Media & Entertainment, BFSI), By Region, And Segment Forecasts, 2020 - 2027

<https://marketpublishers.com/r/R1AB3B9A2BE3EN.html>

Date: May 2020

Pages: 120

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

ID: R1AB3B9A2BE3EN

Abstracts

Rich Communication Services Market Growth & Trends

The global rich communication services market size is estimated to reach USD 35.7 billion by 2027, expanding at a CAGR of 35.4% from 2020 to 2027, according to a study conducted by Grand View Research, Inc. Rich communication services (RCS) platforms overcome the limitations of SMS and provide additional services such as high-quality image sharing, chat rooms, and read receipt. Adoption of such mobile services by various businesses to enhance customer experience is anticipated to drive the market for rich communication services during the forecast period.

Companies from various sectors use RCS platforms for marketing their products and services. The rising spend on mobile advertising over the past few years is expected to fuel market growth over the forecast period. According to the global system for mobile communications association (GSMA), in 2018, the global spend on mobile advertising was USD 185.0 billion as compared to USD 109.0 billion in 2016. Furthermore, rising number of mobile SIM connections is projected to up-keep market growth in the near future.

Lack of end-to-end encryption is expected to impede the growth of the market for rich communication services during the forecast period. This lack of encryption in RCS platforms allows external sources to intercept and manipulate the user's calls and texts. Attackers who are in the same network as that of the user and have the user's phone

number, can use their IP address and impersonate, creating complications. However, organizations such as Verizon; AT&T, Inc.; and T-Mobile are focusing on implementing end-to-end encryption in their RCS platforms to cater to the end-user requirements.

Rich Communication Services Market Report Highlights

The A2P segment held the largest revenue share in 2019. This share is attributed to the increasing adoption of text messages to market products. Rich communication services overcome the constraints of traditional SMS platforms and enhance customer engagement.

The retail segment is projected to witness a healthy CAGR of over 40.0% during the forecast period owing to the rise in online shopping using mobile applications

Asia Pacific held a substantial market share in 2019 and is anticipated to continue its dominance from 2020 to 2027. This large revenue share is attributed to the large population in countries such as India and China

The market is fragmented and characterized by high competition with the presence of major global players such as Alphabet Inc.; Summit Tech; Mavenir; and Interop Technologies. These companies are engaged in mergers, collaborations, and acquisitions to expand their market presence.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Research Methodology
- 1.2. Research Scope & Assumptions
- 1.3. List of Data Sources
- 1.4. List of Abbreviations

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. RCS Market - Industry Snapshot & Key Buying Criteria, 2018 - 2027
- 2.2. RCS Market, 2018 - 2027

CHAPTER 3. RCS INDUSTRY OUTLOOK

- 3.1. Market Segmentation
- 3.2. Value Chain Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market driver analysis
 - 3.3.2. Market restraint/challenge analysis
 - 3.3.3. Market opportunity analysis
- 3.4. Penetration & Growth Prospects Mapping
- 3.5. Industry Analysis - Porter's Five Force Analysis
- 3.6. PEST Analysis
- 3.7. Regulatory Landscape

CHAPTER 4. RCS MARKET: COMMUNICATION TYPE OUTLOOK

- 4.1. RCS Market Estimates & Forecasts, By Communication Type, 2019 & 2027 (USD Million)
- 4.2. A2P
 - 4.2.1. Market estimates and forecasts, 2018 - 2027 (USD Million)
 - 4.2.2. Market estimates and forecasts, by region, 2018 - 2027 (USD Million)
- 4.3. P2A
 - 4.3.1. Market estimates and forecasts, 2018 - 2027 (USD Million)
 - 4.3.2. Market estimates and forecasts, by region, 2018 - 2027 (USD Million)
- 4.4. P2P
 - 4.4.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

4.4.2. Market estimates and forecasts, by region, 2018 - 2027 (USD Million)

CHAPTER 5. RCS MARKET: VERTICAL OUTLOOK

5.1. RCS Market Estimates & Forecasts, By Vertical, 2019 & 2027 (USD Million)

5.2. Retail

5.2.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

5.2.2. Market estimates and forecasts, by region, 2018 - 2027 (USD Million)

5.3. Media & Entertainment

5.3.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

5.3.2. Market estimates and forecasts, by region, 2018 - 2027 (USD Million)

5.4. BFSI

5.4.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

5.4.2. Market estimates and forecasts, by region, 2018 - 2027 (USD Million)

5.5. Healthcare

5.5.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

5.5.2. Market estimates and forecasts, by region, 2018 - 2027 (USD Million)

5.6. Travel & Tourism

5.6.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

5.6.2. Market estimates and forecasts, by region, 2018 - 2027 (USD Million)

5.7. Others

5.7.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

5.7.2. Market estimates and forecasts, by region, 2018 - 2027 (USD Million)

CHAPTER 6. RCS MARKET: REGIONAL OUTLOOK

6.1. RCS Market Estimates & Forecasts, By Region, 2019 & 2027 (USD Million)

6.2. North America

6.2.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

6.2.2. Market estimates and forecasts, by communication type, 2018 - 2027 (USD Million)

6.2.3. Market estimates and forecasts, by vertical, 2018 - 2027 (USD Million)

6.2.4. U.S.

6.2.4.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

6.2.4.2. Market estimates and forecasts, by communication type, 2018 - 2027 (USD Million)

6.2.4.3. Market estimates and forecasts, by vertical, 2018 - 2027 (USD Million)

6.2.5. Canada

6.2.5.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

6.2.5.2. Market estimates and forecasts, by communication type, 2018 - 2027 (USD Million)

6.2.5.3. Market estimates and forecasts, by vertical, 2018 - 2027 (USD Million)

6.3. Europe

6.3.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

6.3.2. Market estimates and forecasts, by communication type, 2018 - 2027 (USD Million)

6.3.3. Market estimates and forecasts, by vertical, 2018 - 2027 (USD Million)

6.3.4. U.K.

6.3.4.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

6.3.4.2. Market estimates and forecasts, by communication type, 2018 - 2027 (USD Million)

6.3.4.3. Market estimates and forecasts, by vertical, 2018 - 2027 (USD Million)

6.3.5. Germany

6.3.5.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

6.3.5.2. Market estimates and forecasts, by communication type, 2018 - 2027 (USD Million)

6.3.5.3. Market estimates and forecasts, by vertical, 2018 - 2027 (USD Million)

6.3.6. France

6.3.6.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

6.3.6.2. Market estimates and forecasts, by communication type, 2018 - 2027 (USD Million)

6.3.6.3. Market estimates and forecasts, by vertical, 2018 - 2027 (USD Million)

6.4. Asia Pacific

6.4.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

6.4.2. Market estimates and forecasts, by communication type, 2018 - 2027 (USD Million)

6.4.3. Market estimates and forecasts, by vertical, 2018 - 2027 (USD Million)

6.4.4. China

6.4.4.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

6.4.4.2. Market estimates and forecasts, by communication type, 2018 - 2027 (USD Million)

6.4.4.3. Market estimates and forecasts, by vertical, 2018 - 2027 (USD Million)

6.4.5. India

6.4.5.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

6.4.5.2. Market estimates and forecasts, by communication type, 2018 - 2027 (USD Million)

6.4.5.3. Market estimates and forecasts, by vertical, 2018 - 2027 (USD Million)

6.4.6. Japan

6.4.6.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

6.4.6.2. Market estimates and forecasts, by communication type, 2018 - 2027 (USD Million)

6.4.6.3. Market estimates and forecasts, by vertical, 2018 - 2027 (USD Million)

6.5. Latin America

6.5.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

6.5.2. Market estimates and forecasts, by communication type, 2018 - 2027 (USD Million)

6.5.3. Market estimates and forecasts, by vertical, 2018 - 2027 (USD Million)

6.5.4. Brazil

6.5.4.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

6.5.4.2. Market estimates and forecasts, by communication type, 2018 - 2027 (USD Million)

6.5.4.3. Market estimates and forecasts, by vertical, 2018 - 2027 (USD Million)

6.5.5. Mexico

6.5.5.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

6.5.5.2. Market estimates and forecasts, by communication type, 2018 - 2027 (USD Million)

6.5.5.3. Market estimates and forecasts, by vertical, 2018 - 2027 (USD Million)

6.6. Middle East & Africa

6.6.1. Market estimates and forecasts, 2018 - 2027 (USD Million)

6.6.2. Market estimates and forecasts, by communication type 2018 - 2027 (USD Million)

6.6.3. Market estimates and forecasts, by vertical, 2018 - 2027 (USD Million)

CHAPTER 7. COMPETITIVE LANDSCAPE

7.1. Global Message Services

7.1.1. Company overview

7.1.2. Financial performance

7.1.3. Product benchmarking

7.1.4. Recent developments

7.2. Infobip Ltd.

7.2.1. Company overview

7.2.2. Financial performance

7.2.3. Product benchmarking

7.2.4. Recent developments

7.3. Interop Technologies

7.3.1. Company overview

- 7.3.2. Financial performance
- 7.3.3. Product benchmarking
- 7.3.4. Recent developments
- 7.4. Mavenir
 - 7.4.1. Company overview
 - 7.4.2. Financial performance
 - 7.4.3. Product benchmarking
 - 7.4.4. Recent developments
- 7.5. SK TELECOM CO., LTD.
 - 7.5.1. Company overview
 - 7.5.2. Financial performance
 - 7.5.3. Product benchmarking
 - 7.5.4. Recent developments
- 7.6. Alphabet Inc.
 - 7.6.1. Company overview
 - 7.6.2. Financial performance
 - 7.6.3. Product benchmarking
 - 7.6.4. Recent developments
- 7.7. Summit Tech
 - 7.7.1. Company overview
 - 7.7.2. Financial performance
 - 7.7.3. Product benchmarking
 - 7.7.4. Recent developments
- 7.8. Syniverse Technologies LLC
 - 7.8.1. Company overview
 - 7.8.2. Financial performance
 - 7.8.3. Product benchmarking
 - 7.8.4. Recent developments
- 7.9. ZTE
 - 7.9.1. Company overview
 - 7.9.2. Financial performance
 - 7.9.3. Product benchmarking
 - 7.9.4. Recent developments

List Of Tables

LIST OF TABLES

TABLE 1	Global RCS market, 2018 - 2027 (USD Million)
TABLE 2	Global RCS market, by communication type, 2018 - 2027 (USD Million)
TABLE 3	Global RCS market, by vertical, 2018 - 2027 (USD Million)
TABLE 4	Global RCS market, by region, 2018 - 2027 (USD Million)
TABLE 5	A2P market, 2018 - 2027 (USD Million)
TABLE 6	A2P market by region, 2018 - 2027 (USD Million)
TABLE 7	P2A market, 2018 - 2027 (USD Million)
TABLE 8	P2A market by region, 2018 - 2027 (USD Million)
TABLE 9	P2P market, 2018 - 2027 (USD Million)
TABLE 10	P2P market by region, 2018 - 2027 (USD Million)
TABLE 11	Retail market, 2018 - 2027 (USD Million)
TABLE 12	Retail market by region, 2018 - 2027 (USD Million)
TABLE 13	Media & entertainment market, 2018 - 2027 (USD Million)
TABLE 14	Media & entertainment market by region, 2018 - 2027 (USD Million)
TABLE 15	Travel & tourism market, 2018 - 2027 (USD Million)
TABLE 16	Travel & tourism market by region, 2018 - 2027 (USD Million)
TABLE 17	Healthcare market, 2018 - 2027 (USD Million)
TABLE 18	Healthcare market by region, 2018 - 2027 (USD Million)
TABLE 19	BFSI market, 2018 - 2027 (USD Million)
TABLE 20	BFSI market by region, 2018 - 2027 (USD Million)
TABLE 21	Others market, 2018 - 2027 (USD Million)
TABLE 22	Others market by region, 2018 - 2027 (USD Million)
TABLE 23	North America RCS market by communication type, 2018 - 2027 (USD Million)
TABLE 24	North America RCS market by vertical, 2018 - 2027 (USD Million)
TABLE 25	U.S. RCS market by communication type, 2018 - 2027 (USD Million)
TABLE 26	U.S. RCS market by vertical, 2018 - 2027 (USD Million)
TABLE 27	Canada RCS market by communication type, 2018 - 2027 (USD Million)
TABLE 28	Canada RCS market by vertical, 2018 - 2027 (USD Million)
TABLE 29	Europe RCS market by communication type, 2018 - 2027 (USD Million)
TABLE 30	Europe RCS market by vertical, 2018 - 2027 (USD Million)
TABLE 31	U.K. RCS market by communication type, 2018 - 2027 (USD Million)
TABLE 32	U.K. RCS market by vertical, 2018 - 2027 (USD Million)
TABLE 33	Germany RCS market by communication type, 2018 - 2027 (USD Million)
TABLE 34	Germany RCS market by vertical, 2018 - 2027 (USD Million)

TABLE 35 France RCS market by communication type, 2018 - 2027 (USD Million)

TABLE 36 France RCS market by vertical, 2018 - 2027 (USD Million)

TABLE 37 Asia Pacific RCS market by communication type, 2018 - 2027 (USD Million)

TABLE 38 Asia Pacific RCS market by vertical, 2018 - 2027 (USD Million)

TABLE 39 China RCS market by communication type, 2018 - 2027 (USD Million)

TABLE 40 China RCS market by vertical, 2018 - 2027 (USD Million)

TABLE 41 India RCS market by communication type, 2018 - 2027 (USD Million)

TABLE 42 India RCS market by vertical, 2018 - 2027 (USD Million)

TABLE 43 Japan RCS market by communication type, 2018 - 2027 (USD Million)

TABLE 44 Japan RCS market by vertical, 2018 - 2027 (USD Million)

TABLE 45 Latin America RCS market by communication type, 2018 - 2027 (USD Million)

TABLE 46 Latin America RCS market by vertical, 2018 - 2027 (USD Million)

TABLE 47 Brazil RCS market by communication type, 2018 - 2027 (USD Million)

TABLE 48 Brazil RCS market by vertical, 2018 - 2027 (USD Million)

TABLE 49 Mexico RCS market by communication type, 2018 - 2027 (USD Million)

TABLE 50 Mexico RCS market by vertical, 2018 - 2027 (USD Million)

TABLE 51 MEA RCS market by communication type, 2018 - 2027 (USD Million)

TABLE 52 MEA RCS market by vertical, 2018 - 2027 (USD Million)?

List Of Figures

LIST OF FIGURES

- FIG. 1 Research process
- FIG. 2 Information procurement
- FIG. 3 RCS regional marketplace: Key takeaways
- FIG. 4 RCS Market - Trends & outlook
- FIG. 5 RCS - Market segmentation & scope
- FIG. 6 RCS - Market size and growth prospects (USD Million)
- FIG. 7 RCS - Value chain analysis
- FIG. 8 RCS - Market dynamics
- FIG. 9 RCS - Market driver relevance analysis (Current & future impact)
- FIG. 10 RCS - Market restraint/challenge relevance analysis (Current & future impact)
- FIG. 11 RCS - Market opportunity relevance analysis (Current & future impact)
- FIG. 12 RCS - Porter's analysis
- FIG. 13 RCS - Company market share analysis, 2018
- FIG. 14 RCS - PEST analysis
- FIG. 15 RCS market - Key communication type analysis
- FIG. 16 Global RCS communication type outlook, 2019 & 2027
- FIG. 17 RCS market communication type outlook key takeaways
- FIG. 18 RCS market - vertical analysis
- FIG. 19 Global RCS vertical outlook, 2019 & 2027
- FIG. 20 RCS market vertical outlook key takeaways
- FIG. 21 Global RCS regional outlook, 2019 & 2027
- FIG. 22 North America RCS market - Key takeaways
- FIG. 23 North America RCS market analysis
- FIG. 24 Europe RCS market - Key takeaways
- FIG. 25 Europe RCS market analysis
- FIG. 26 Asia Pacific RCS market - Key takeaways
- FIG. 27 Asia Pacific RCS market analysis
- FIG. 28 Latin America RCS market - Key takeaways
- FIG. 29 Latin America RCS market analysis
- FIG. 30 Middle East & Africa (MEA) RCS market - Key takeaways
- FIG. 31 Middle East & Africa (MEA) RCS market analysis

I would like to order

Product name: Rich Communication Services Market Size, Share & Trends Analysis Report By Communication Type (A2P, P2A, P2P), By Vertical (Retail, Media & Entertainment, BFSI), By Region, And Segment Forecasts, 2020 - 2027

Product link: <https://marketpublishers.com/r/R1AB3B9A2BE3EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R1AB3B9A2BE3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970