

Global A2P SMS Industry Market Research 2019

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Abstracts

In this report, we analyze the A2P SMS industry from two aspects. One part is about its production and the other part is about its consumption. In terms of its production, we analyze the production, revenue, gross margin of its main manufacturers and the unit price that they offer in different regions from 2014 to 2019. In terms of its consumption, we analyze the consumption volume, consumption value, sale price, import and export in different regions from 2014 to 2019. We also make a prediction of its production and consumption in coming 2019-2024.

At the same time, we classify different A2P SMS based on their definitions. Upstream raw materials, equipment and downstream consumers analysis is also carried out. What is more, the A2P SMS industry development trends and marketing channels are analyzed.

Finally, the feasibility of new investment projects is assessed, and overall research conclusions are offered.

Key players in global A2P SMS market include:

MBlox
CLX Communications
Syniverse Technologies
Nexmo Co. Ltd.
SAP Mobile Services
Infobip
3Cinteractive
SITO Mobile
Tyntec
Vibes Media

Silverstreet BV
Sound Bite Communications
Soprano
FortyTwo Telecom AB
Ogangi Corporation
Beepsend
ClearSky
OpenMarket Inc.
AMD Telecom S.A

Market segmentation, by product types:

CRM
Promotions
Pushed Content
Interactive
Others

Market segmentation, by applications:

BFSI
Entertainment
Tourism
Retail
Marketing
Healthcare
Media
Others

Market segmentation, by regions:

North America
Europe
Asia Pacific
Middle East & Africa
Latin America

The report can answer the following questions:

1. What is the global (North America, South America, Europe, Africa, Middle East, Asia, China, Japan) production, production value, consumption, consumption value, import and export of A2P SMS?
2. Who are the global key manufacturers of A2P SMS industry? How are their operating situation (capacity, production, price, cost, gross and revenue)?
3. What are the types and applications of A2P SMS? What is the market share of each type and application?
4. What are the upstream raw materials and manufacturing equipment of A2P SMS? What is the manufacturing process of A2P SMS?
5. Economic impact on A2P SMS industry and development trend of A2P SMS industry.
6. What will the A2P SMS market size and the growth rate be in 2024?
7. What are the key factors driving the global A2P SMS industry?
8. What are the key market trends impacting the growth of the A2P SMS market?
9. What are the A2P SMS market challenges to market growth?
10. What are the A2P SMS market opportunities and threats faced by the vendors in the global A2P SMS market?

Objective of Studies:

1. To provide detailed analysis of the market structure along with forecast of the various segments and sub-segments of the global A2P SMS market.
2. To provide insights about factors affecting the market growth. To analyze the A2P SMS market based on various factors- price analysis, supply chain analysis, Porter five force analysis etc.
3. To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia, Latin America and Rest of the World.
4. To provide country level analysis of the market with respect to the current market size and future prospective.
5. To provide country level analysis of the market for segment by application, product type and sub-segments.
6. To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market.
7. To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments in the global A2P SMS market.

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