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2018-2023 Global A2P Messaging Market Report (Status and Outlook)

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global A2P Messaging market for 2018-2023.

Application-to-Person messaging (A2P) is one-way SMS to which recipients are not expected to reply. When you send a text message to vote for your favorite singer on the TV talent show, you are using A2P messaging. Software applications use an API to send an receive texts.
The global A2P messaging market is drived by various growth drivers, such as increasing population, rising smartphone connections, increasing mobile payments market, growing retail industry, the use of SMS for marketing and customer relation management. Yet, the market faces certain challenges, such as grey routing, cumbersome traditional telecom infrastructure and a few challenges for MNOs (partial realization of revenue.)
The global A2P messaging market is highly fragmented with various players. The Carlyle Group (Syniverse Technologies), CLX Communications AB, Infobip Ltd. and Twilio are some of the key players operating in the A2P messaging market.
Over the next five years, LPI(LP Information) projects that A2P Messaging will register a xx% CAGR in terms of revenue, reach US$ xx million by 2023, from US$ xx million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of A2P Messaging market by product type, application, key companies and key regions.

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To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

Grey Route A2P SMS

OTT A2P Messaging

Segmentation by application:

Banking

Ticketing

Healthcare

Content Payments

Operator Engagement

Advertising

Retail

We can also provide the customized separate regional or country-level reports, for the following regions:

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India

Australia

Europe

Germany

France

UK

Italy

Russia

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

The Carlyle Group (Syniverse Technologies)

CLX Communications AB

Infobip Ltd.

Twilio

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In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global A2P Messaging market size by key regions/countries, product type and application.

To understand the structure of A2P Messaging market by identifying its various subsegments.

Focuses on the key global A2P Messaging players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the A2P Messaging with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of A2P Messaging submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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