

2018-2023 Global A2P SMS 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 SMS market for 2018-2023.

A2P SMS is one where an SMS message is sent from an application — typically a web app to a mobile subscriber. These text messages can also be sent in the other direction (from a mobile subscriber to a web app). This is known as P2A (person-to-application) messaging.

The global largest market is Asia Pacific. The Asia Pacific mainly includes Japan, China,

India and South East Asia, and the secondary market is USA, it will reached a revenue of 14446 M USD in 2016, and the revenue share is 24.27% in 2016.

There are major five kinds of A2P SMS in this report, liquid silicone CRM, promotions, pushed content, Interactive and others. Globally, the revenue share of each type of A2P SMS is 31.18%, 27.82%, 14.93%, 14.39% and 11.69% in 2016.

Over the next five years, LPI(LP Information) projects that A2P SMS will register a 4.0% CAGR in terms of revenue, reach US\$ 78800 million by 2023, from US\$ 62100 million in 2017.

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

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

Segmentation by product type:

CRM

Promotions

Interactive

Others

Segmentation by application:

BFSI

Entertainment

Tourism

Retail

Marketing

Healthcare

Media

Others

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

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

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:

MBlox

CLX Communications

Infobip

Tanla Solutions

SAP Mobile Services

Silverstreet BV

Syniverse Technologies

Nexmo Co. Ltd.

Tyntec

SITO Mobile

OpenMarket Inc.

Genesys Telecommunications

3Cinteractive

Vibes Media

Beepsend

Soprano

Accrete

FortyTwo Telecom AB

ClearSky

Ogangi Corporation

AMD Telecom S.A

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 SMS market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

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

Focuses on the key global A2P SMS 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 SMS 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 SMS 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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