

2018-2023 Global Enterprise 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 Enterprise A2P SMS market for 2018-2023. The process of sending mobile messages is from an application to a mobile user. A2P SMS messaging is also called enterprise or professional SMS. Businesses can use it in several technical modes to communicate with consumers, authenticate users of online services, or deliver time-sensitive alerts. In all the cases, communication is initiated from a business application, and not an individual's mobile phone, as is the case with P2P SMS.

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 Enterprise A2P SMS in this report, liquid silicone CRM, promotions, pushed content, Interactive and others. Globally, the revenue share of each type of Enterprise A2P SMS is 31.18%, 27.82%, 14.93%, 14.39% and 11.69% in 2016. Enterprise A2P SMS are currently used across major industry verticals including BFSI, entertainment, tourism, retail, marketing, healthcare, media and others. Globally, the revenue share of each type of Enterprise A2P SMS is 31.05%, 17.43%, 12.23%, 9.82%, 8.82%, 8.34%, 6.46% and 5.85% in 2016.

Over the next five years, LPI(LP Information) projects that Enterprise A2P SMS will register a 4.1% CAGR in terms of revenue, reach US\$ 78500 million by 2023, from US\$ 61500 million in 2017.



This report presents a comprehensive overview, market shares and growth opportunities of Enterprise 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		
Segme	entation by application:		
	BFSI		
	Entertainment		
	Tourism		
	Retail		
	Marketing		
	Healthcare		
	Media		
	Others		

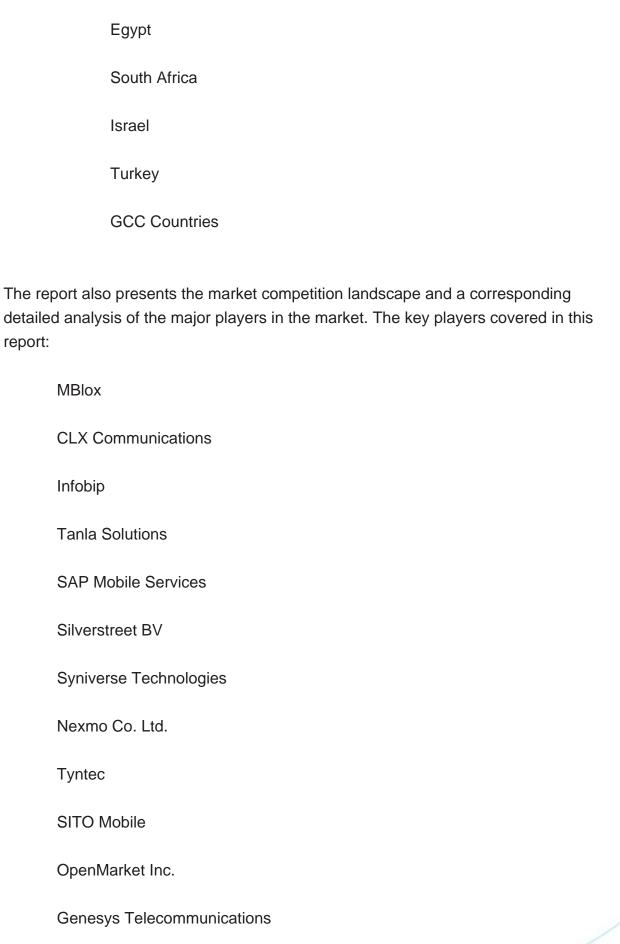
We can also provide the customized separate regional or country-level reports, for the following regions:



Americas United States Canada Mexico Brazil **APAC** China Japan Korea Southeast Asia India Australia Europe Germany France UK Italy Russia Spain



report:





3Cinteractive			
Vibes Media			
Beepsend			
Soprano			
Accrete			
FortyTwo Telecom AB	3		
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 Enterprise 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 Enterprise A2P SMS market by identifying its various subsegments.

Focuses on the key global Enterprise 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 Enterprise 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 Enterprise 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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