

# 2018-2023 Global Enterprise A2P SMS Market Report (Status and Outlook)

<https://marketpublishers.com/r/2668E62FC4CEN.html>

Date: August 2018

Pages: 153

Price: US\$ 4,660.00 (Single User License)

ID: 2668E62FC4CEN

## 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

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 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.

## Contents

### **2018-2023 GLOBAL ENTERPRISE A2P SMS MARKET REPORT (STATUS AND OUTLOOK)**

#### **1 SCOPE OF THE REPORT**

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

#### **2 EXECUTIVE SUMMARY**

- 2.1 World Market Overview
  - 2.1.1 Global Enterprise A2P SMS Market Size 2013-2023
  - 2.1.2 Enterprise A2P SMS Market Size CAGR by Region
- 2.2 Enterprise A2P SMS Segment by Type
  - 2.2.1 CRM
  - 2.2.2 Promotions
  - 2.2.3 Pushed Content
  - 2.2.4 Interactive
  - 2.2.5 Others
- 2.3 Enterprise A2P SMS Market Size by Type
  - 2.3.1 Global Enterprise A2P SMS Market Size Market Share by Type (2013-2018)
  - 2.3.2 Global Enterprise A2P SMS Market Size Growth Rate by Type (2013-2018)
- 2.4 Enterprise A2P SMS Segment by Application
  - 2.4.1 BFSI
  - 2.4.2 Entertainment
  - 2.4.3 Tourism
  - 2.4.4 Retail
  - 2.4.5 Marketing
  - 2.4.6 Healthcare
  - 2.4.7 Media
  - 2.4.8 Others
- 2.5 Enterprise A2P SMS Market Size by Application
  - 2.5.1 Global Enterprise A2P SMS Market Size Market Share by Application

(2013-2018)

2.5.2 Global Enterprise A2P SMS Market Size Growth Rate by Application

(2013-2018)

### **3 GLOBAL ENTERPRISE A2P SMS BY PLAYERS**

3.1 Global Enterprise A2P SMS Market Size Market Share by Players

3.1.1 Global Enterprise A2P SMS Market Size by Players (2016-2018)

3.1.2 Global Enterprise A2P SMS Market Size Market Share by Players (2016-2018)

3.2 Global Enterprise A2P SMS Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

### **4 ENTERPRISE A2P SMS BY REGIONS**

4.1 Enterprise A2P SMS Market Size by Regions

4.2 Americas Enterprise A2P SMS Market Size Growth

4.3 APAC Enterprise A2P SMS Market Size Growth

4.4 Europe Enterprise A2P SMS Market Size Growth

4.5 Middle East & Africa Enterprise A2P SMS Market Size Growth

### **5 AMERICAS**

5.1 Americas Enterprise A2P SMS Market Size by Countries

5.2 Americas Enterprise A2P SMS Market Size by Type

5.3 Americas Enterprise A2P SMS Market Size by Application

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Key Economic Indicators of Few Americas Countries

### **6 APAC**

6.1 APAC Enterprise A2P SMS Market Size by Countries

6.2 APAC Enterprise A2P SMS Market Size by Type

6.3 APAC Enterprise A2P SMS Market Size by Application



- 6.4 China
- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 Key Economic Indicators of Few APAC Countries

## **7 EUROPE**

- 7.1 Europe Enterprise A2P SMS by Countries
- 7.2 Europe Enterprise A2P SMS Market Size by Type
- 7.3 Europe Enterprise A2P SMS Market Size by Application
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia
- 7.9 Spain
- 7.10 Key Economic Indicators of Few Europe Countries

## **8 MIDDLE EAST & AFRICA**

- 8.1 Middle East & Africa Enterprise A2P SMS by Countries
- 8.2 Middle East & Africa Enterprise A2P SMS Market Size by Type
- 8.3 Middle East & Africa Enterprise A2P SMS Market Size by Application
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

- 9.1 Market Drivers and Impact
  - 9.1.1 Growing Demand from Key Regions
  - 9.1.2 Growing Demand from Key Applications and Potential Industries
- 9.2 Market Challenges and Impact
- 9.3 Market Trends

## **10 GLOBAL ENTERPRISE A2P SMS MARKET FORECAST**

- 10.1 Global Enterprise A2P SMS Market Size Forecast (2018-2023)
- 10.2 Global Enterprise A2P SMS Forecast by Regions
  - 10.2.1 Global Enterprise A2P SMS Forecast by Regions (2018-2023)
  - 10.2.2 Americas Market Forecast
  - 10.2.3 APAC Market Forecast
  - 10.2.4 Europe Market Forecast
  - 10.2.5 Middle East & Africa Market Forecast
- 10.3 Americas Forecast by Countries
  - 10.3.1 United States Market Forecast
  - 10.3.2 Canada Market Forecast
  - 10.3.3 Mexico Market Forecast
  - 10.3.4 Brazil Market Forecast
- 10.4 APAC Forecast by Countries
  - 10.4.1 China Market Forecast
  - 10.4.2 Japan Market Forecast
  - 10.4.3 Korea Market Forecast
  - 10.4.4 Southeast Asia Market Forecast
  - 10.4.5 India Market Forecast
  - 10.4.6 Australia Market Forecast
- 10.5 Europe Forecast by Countries
  - 10.5.1 Germany Market Forecast
  - 10.5.2 France Market Forecast
  - 10.5.3 UK Market Forecast
  - 10.5.4 Italy Market Forecast
  - 10.5.5 Russia Market Forecast
  - 10.5.6 Spain Market Forecast
- 10.6 Middle East & Africa Forecast by Countries
  - 10.6.1 Egypt Market Forecast
  - 10.6.2 South Africa Market Forecast
  - 10.6.3 Israel Market Forecast
  - 10.6.4 Turkey Market Forecast
  - 10.6.5 GCC Countries Market Forecast
- 10.7 Global Enterprise A2P SMS Forecast by Type
- 10.8 Global Enterprise A2P SMS Forecast by Application

## **11 KEY PLAYERS ANALYSIS**

## 11.1 MBlox

11.1.1 Company Details

11.1.2 Enterprise A2P SMS Product Offered

11.1.3 MBlox Enterprise A2P SMS Revenue, Gross Margin and Market Share  
(2016-2018)

11.1.4 Main Business Overview

11.1.5 MBlox News

## 11.2 CLX Communications

11.2.1 Company Details

11.2.2 Enterprise A2P SMS Product Offered

11.2.3 CLX Communications Enterprise A2P SMS Revenue, Gross Margin and Market  
Share (2016-2018)

11.2.4 Main Business Overview

11.2.5 CLX Communications News

## 11.3 Infobip

11.3.1 Company Details

11.3.2 Enterprise A2P SMS Product Offered

11.3.3 Infobip Enterprise A2P SMS Revenue, Gross Margin and Market Share  
(2016-2018)

11.3.4 Main Business Overview

11.3.5 Infobip News

## 11.4 Tanla Solutions

11.4.1 Company Details

11.4.2 Enterprise A2P SMS Product Offered

11.4.3 Tanla Solutions Enterprise A2P SMS Revenue, Gross Margin and Market  
Share (2016-2018)

11.4.4 Main Business Overview

11.4.5 Tanla Solutions News

## 11.5 SAP Mobile Services

11.5.1 Company Details

11.5.2 Enterprise A2P SMS Product Offered

11.5.3 SAP Mobile Services Enterprise A2P SMS Revenue, Gross Margin and Market  
Share (2016-2018)

11.5.4 Main Business Overview

11.5.5 SAP Mobile Services News

## 11.6 Silverstreet BV

11.6.1 Company Details

11.6.2 Enterprise A2P SMS Product Offered

11.6.3 Silverstreet BV Enterprise A2P SMS Revenue, Gross Margin and Market Share (2016-2018)

11.6.4 Main Business Overview

11.6.5 Silverstreet BV News

11.7 Syniverse Technologies

11.7.1 Company Details

11.7.2 Enterprise A2P SMS Product Offered

11.7.3 Syniverse Technologies Enterprise A2P SMS Revenue, Gross Margin and Market Share (2016-2018)

11.7.4 Main Business Overview

11.7.5 Syniverse Technologies News

11.8 Nexmo Co. Ltd.

11.8.1 Company Details

11.8.2 Enterprise A2P SMS Product Offered

11.8.3 Nexmo Co. Ltd. Enterprise A2P SMS Revenue, Gross Margin and Market Share (2016-2018)

11.8.4 Main Business Overview

11.8.5 Nexmo Co. Ltd. News

11.9 Tyntec

11.9.1 Company Details

11.9.2 Enterprise A2P SMS Product Offered

11.9.3 Tyntec Enterprise A2P SMS Revenue, Gross Margin and Market Share (2016-2018)

11.9.4 Main Business Overview

11.9.5 Tyntec News

11.10 SITO Mobile

11.10.1 Company Details

11.10.2 Enterprise A2P SMS Product Offered

11.10.3 SITO Mobile Enterprise A2P SMS Revenue, Gross Margin and Market Share (2016-2018)

11.10.4 Main Business Overview

11.10.5 SITO Mobile News

11.11 OpenMarket Inc.

11.12 Genesys Telecommunications

11.13 3Cinteractive

11.14 Vibes Media

11.15 Beepsend

11.16 Soprano

11.17 Accrete

11.18 FortyTwo Telecom AB

11.19 ClearSky

11.20 Ogangi Corporation

11.21 AMD Telecom S.A

## **12 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES AND FIGURES

Table Product Specifications of Enterprise A2P SMS  
Figure Enterprise A2P SMS Report Years Considered  
Figure Market Research Methodology  
Figure Global Enterprise A2P SMS Market Size Growth Rate 2013-2023 (\$ Millions)  
Table Enterprise A2P SMS Market Size CAGR by Region 2013-2023 (\$ Millions)  
Table Major Players of CRM  
Table Major Players of Promotions  
Table Major Players of Pushed Content  
Table Major Players of Interactive  
Table Major Players of Others  
Table Market Size by Type (2013-2018) (\$ Millions)  
Table Global Enterprise A2P SMS Market Size Market Share by Type (2013-2018)  
Figure Global Enterprise A2P SMS Market Size Market Share by Type (2013-2018)  
Figure Global CRM Market Size Growth Rate  
Figure Global Promotions Market Size Growth Rate  
Figure Global Pushed Content Market Size Growth Rate  
Figure Global Interactive Market Size Growth Rate  
Figure Global Others Market Size Growth Rate  
Figure Enterprise A2P SMS Consumed in BFSI  
Figure Global Enterprise A2P SMS Market: BFSI (2013-2018) (\$ Millions)  
Figure Global BFSI YoY Growth (\$ Millions)  
Figure Enterprise A2P SMS Consumed in Entertainment  
Figure Global Enterprise A2P SMS Market: Entertainment (2013-2018) (\$ Millions)  
Figure Global Entertainment YoY Growth (\$ Millions)  
Figure Enterprise A2P SMS Consumed in Tourism  
Figure Global Enterprise A2P SMS Market: Tourism (2013-2018) (\$ Millions)  
Figure Global Tourism YoY Growth (\$ Millions)  
Figure Enterprise A2P SMS Consumed in Retail  
Figure Global Enterprise A2P SMS Market: Retail (2013-2018) (\$ Millions)  
Figure Global Retail YoY Growth (\$ Millions)  
Figure Enterprise A2P SMS Consumed in Marketing  
Figure Global Enterprise A2P SMS Market: Marketing (2013-2018) (\$ Millions)  
Figure Global Marketing YoY Growth (\$ Millions)  
Table Global Enterprise A2P SMS Market Size by Application (2013-2018) (\$ Millions)  
Table Global Enterprise A2P SMS Market Size Market Share by Application

(2013-2018)

Figure Global Enterprise A2P SMS Market Size Market Share by Application

(2013-2018)

Figure Global Enterprise A2P SMS Market Size in BFSI Growth Rate

Figure Global Enterprise A2P SMS Market Size in Entertainment Growth Rate

Figure Global Enterprise A2P SMS Market Size in Tourism Growth Rate

Figure Global Enterprise A2P SMS Market Size in Retail Growth Rate

Figure Global Enterprise A2P SMS Market Size in Marketing Growth Rate

Figure Global Enterprise A2P SMS Market Size in Healthcare Growth Rate

Figure Global Enterprise A2P SMS Market Size in Media Growth Rate

Figure Global Enterprise A2P SMS Market Size in Others Growth Rate

Table Global Enterprise A2P SMS Revenue by Players (2016-2018) (\$ Millions)

Table Global Enterprise A2P SMS Revenue Market Share by Players (2016-2018)

Figure Global Enterprise A2P SMS Revenue Market Share by Players in 2017

Table Global Enterprise A2P SMS Key Players Head office and Products Offered

Table Enterprise A2P SMS Concentration Ratio (CR3, CR5 and CR10) (2016-2018)

Table Global Enterprise A2P SMS Market Size by Regions 2013-2018 (\$ Millions)

Table Global Enterprise A2P SMS Market Size Market Share by Regions 2013-2018

Figure Global Enterprise A2P SMS Market Size Market Share by Regions 2013-2018

Figure Americas Enterprise A2P SMS Market Size 2013-2018 (\$ Millions)

Figure APAC Enterprise A2P SMS Market Size 2013-2018 (\$ Millions)

Figure Europe Enterprise A2P SMS Market Size 2013-2018 (\$ Millions)

Figure Middle East & Africa Enterprise A2P SMS Market Size 2013-2018 (\$ Millions)

Table Americas Enterprise A2P SMS Market Size by Countries (2013-2018) (\$ Millions)

Table Americas Enterprise A2P SMS Market Size Market Share by Countries  
(2013-2018)

Figure Americas Enterprise A2P SMS Market Size Market Share by Countries in 2017

Table Americas Enterprise A2P SMS Market Size by Type (2013-2018) (\$ Millions)

Table Americas Enterprise A2P SMS Market Size Market Share by Type (2013-2018)

Figure Americas Enterprise A2P SMS Market Size Market Share by Type in 2017

Table Americas Enterprise A2P SMS Market Size by Application (2013-2018) (\$  
Millions)

Table Americas Enterprise A2P SMS Market Size Market Share by Application  
(2013-2018)

Figure Americas Enterprise A2P SMS Market Size Market Share by Application in 2017

Figure United States Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)

Figure Canada Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)

Figure Mexico Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)

Table APAC Enterprise A2P SMS Market Size by Countries (2013-2018) (\$ Millions)

Table APAC Enterprise A2P SMS Market Size Market Share by Countries (2013-2018)  
Figure APAC Enterprise A2P SMS Market Size Market Share by Countries in 2017  
Table APAC Enterprise A2P SMS Market Size by Type (2013-2018) (\$ Millions)  
Table APAC Enterprise A2P SMS Market Size Market Share by Type (2013-2018)  
Figure APAC Enterprise A2P SMS Market Size Market Share by Type in 2017  
Table APAC Enterprise A2P SMS Market Size by Application (2013-2018) (\$ Millions)  
Table APAC Enterprise A2P SMS Market Size Market Share by Application (2013-2018)  
Figure APAC Enterprise A2P SMS Market Size Market Share by Application in 2017  
Figure China Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)  
Figure Japan Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)  
Figure Korea Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)  
Figure Southeast Asia Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)  
Figure India Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)  
Figure Australia Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)  
Table Europe Enterprise A2P SMS Market Size by Countries (2013-2018) (\$ Millions)  
Table Europe Enterprise A2P SMS Market Size Market Share by Countries (2013-2018)  
Figure Europe Enterprise A2P SMS Market Size Market Share by Countries in 2017  
Table Europe Enterprise A2P SMS Market Size by Type (2013-2018) (\$ Millions)  
Table Europe Enterprise A2P SMS Market Size Market Share by Type (2013-2018)  
Figure Europe Enterprise A2P SMS Market Size Market Share by Type in 2017  
Table Europe Enterprise A2P SMS Market Size by Application (2013-2018) (\$ Millions)  
Table Europe Enterprise A2P SMS Market Size Market Share by Application (2013-2018)  
Figure Europe Enterprise A2P SMS Market Size Market Share by Application in 2017  
Figure Germany Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)  
Figure France Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)  
Figure UK Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)  
Figure Italy Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)  
Figure Russia Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)  
Figure Spain Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)  
Table Middle East & Africa Enterprise A2P SMS Market Size by Countries (2013-2018) (\$ Millions)  
Table Middle East & Africa Enterprise A2P SMS Market Size Market Share by Countries (2013-2018)  
Figure Middle East & Africa Enterprise A2P SMS Market Size Market Share by Countries in 2017  
Table Middle East & Africa Enterprise A2P SMS Market Size by Type (2013-2018) (\$ Millions)



Table Middle East & Africa Enterprise A2P SMS Market Size Market Share by Type (2013-2018)

Figure Middle East & Africa Enterprise A2P SMS Market Size Market Share by Type in 2017

Table Middle East & Africa Enterprise A2P SMS Market Size by Application (2013-2018) (\$ Millions)

Table Middle East & Africa Enterprise A2P SMS Market Size Market Share by Application (2013-2018)

Figure Middle East & Africa Enterprise A2P SMS Market Size Market Share by Application in 2017

Figure Egypt Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)

Figure South Africa Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)

Figure Israel Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)

Figure Turkey Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)

Figure GCC Countries Enterprise A2P SMS Market Size Growth 2013-2018 (\$ Millions)

Figure Global Enterprise A2P SMS Market Size Forecast (2018-2023) (\$ Millions)

Table Global Enterprise A2P SMS Market Size Forecast by Regions (2018-2023) (\$ Millions)

Table Global Enterprise A2P SMS Market Size Market Share Forecast by Regions

Figure Americas Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure APAC Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure Europe Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure Middle East & Africa Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure United States Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure Canada Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure Mexico Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure Brazil Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure China Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure Japan Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure Korea Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure Southeast Asia Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure India Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure Australia Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure Germany Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure France Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure UK Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure Italy Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure Russia Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure Spain Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure Egypt Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure South Africa Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure Israel Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure Turkey Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Figure GCC Countries Enterprise A2P SMS Market Size 2018-2023 (\$ Millions)

Table Global Enterprise A2P SMS Market Size Forecast by Type (2018-2023) (\$ Millions)

Table Global Enterprise A2P SMS Market Size Market Share Forecast by Type (2018-2023)

Table Global Enterprise A2P SMS Market Size Forecast by Application (2018-2023) (\$ Millions)

Table Global Enterprise A2P SMS Market Size Market Share Forecast by Application (2018-2023)

Table MBlox Basic Information, Head Office, Major Market Areas and Its Competitors

Table MBlox Enterprise A2P SMS Revenue and Gross Margin (2016-2018)

Figure MBlox Enterprise A2P SMS Market Share (2016-2018)

Table CLX Communications Basic Information, Head Office, Major Market Areas and Its Competitors

Table CLX Communications Enterprise A2P SMS Revenue and Gross Margin (2016-2018)

Figure CLX Communications Enterprise A2P SMS Market Share (2016-2018)

Table Infobip Basic Information, Head Office, Major Market Areas and Its Competitors

Table Infobip Enterprise A2P SMS Revenue and Gross Margin (2016-2018)

Figure Infobip Enterprise A2P SMS Market Share (2016-2018)

Table Tanla Solutions Basic Information, Head Office, Major Market Areas and Its Competitors

Table Tanla Solutions Enterprise A2P SMS Revenue and Gross Margin (2016-2018)

Figure Tanla Solutions Enterprise A2P SMS Market Share (2016-2018)

Table SAP Mobile Services Basic Information, Head Office, Major Market Areas and Its Competitors

Table SAP Mobile Services Enterprise A2P SMS Revenue and Gross Margin (2016-2018)

Figure SAP Mobile Services Enterprise A2P SMS Market Share (2016-2018)

Table Silverstreet BV Basic Information, Head Office, Major Market Areas and Its Competitors

Table Silverstreet BV Enterprise A2P SMS Revenue and Gross Margin (2016-2018)

Figure Silverstreet BV Enterprise A2P SMS Market Share (2016-2018)

Table Syniverse Technologies Basic Information, Head Office, Major Market Areas and Its Competitors

Table Syniverse Technologies Enterprise A2P SMS Revenue and Gross Margin (2016-2018)

Figure Syniverse Technologies Enterprise A2P SMS Market Share (2016-2018)

Table Nexmo Co. Ltd. Basic Information, Head Office, Major Market Areas and Its Competitors

Table Nexmo Co. Ltd. Enterprise A2P SMS Revenue and Gross Margin (2016-2018)

Figure Nexmo Co. Ltd. Enterprise A2P SMS Market Share (2016-2018)

Table Tyntec Basic Information, Head Office, Major Market Areas and Its Competitors

Table Tyntec Enterprise A2P SMS Revenue and Gross Margin (2016-2018)

Figure Tyntec Enterprise A2P SMS Market Share (2016-2018)

Table SITO Mobile Basic Information, Head Office, Major Market Areas and Its Competitors

Table SITO Mobile Enterprise A2P SMS Revenue and Gross Margin (2016-2018)

Figure SITO Mobile Enterprise A2P SMS Market Share (2016-2018)

Table OpenMarket Inc. Basic Information, Head Office, Major Market Areas and Its Competitors

Table Genesys Telecommunications Basic Information, Head Office, Major Market Areas and Its Competitors

Table 3Cinteractive Basic Information, Head Office, Major Market Areas and Its Competitors

Table Vibes Media Basic Information, Head Office, Major Market Areas and Its Competitors

Table Beepsend Basic Information, Head Office, Major Market Areas and Its Competitors

Table Soprano Basic Information, Head Office, Major Market Areas and Its Competitors

Table Accrete Basic Information, Head Office, Major Market Areas and Its Competitors

Table FortyTwo Telecom AB Basic Information, Head Office, Major Market Areas and Its Competitors

Table ClearSky Basic Information, Head Office, Major Market Areas and Its Competitors

Table Ogangi Corporation Basic Information, Head Office, Major Market Areas and Its Competitors

Table AMD Telecom S.A Basic Information, Head Office, Major Market Areas and Its Competitors

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