

Global A2P (Application-to-Person) SMS Messaging Service Market Growth (Status and Outlook) 2025-2031

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Abstracts

According to this study, the global A2P (Application-to-Person) SMS Messaging Service market size will reach US\$ 21400 million by 2031.

A2P (Application-to-Person) SMS Messaging Service 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 A2P SMS Messaging industry can be broken down into several segments, Marketing A2P SMS, Verification Code A2P SMS, Industry Application A2P SMS.

Currently, the major global players in the industry include Twilio, Infobip, Sinch, MessageBird, and Tanla, among others. It is expected that competition in the industry will intensify over the next few years. Large international companies primarily expand their market share through acquisitions. For example, Twilio and Sinch. However, the industry has a relatively low concentration, with the top 10 global companies accounting for 34% of the market share in 2023.

From a regional perspective, the North American market is the largest, accounting for approximately 27% of the global market in 2023. As market maturity continues to increase, along with the addition of new customers and the continuous renewal of existing customers, the usage of A2P SMS is expected to grow gradually. However, due to intense competition among companies and strategies such as renewal discounts for existing customers, QYR analysts predict that the price of A2P SMS will decline rapidly. In mature regions, the market size is expected to show a certain downward trend.

In terms of product offerings, SMS verification codes are a significant component of A2P SMS. With the clear trend in the app market, SMS verification codes represent a new growth point. From the perspective of product market applications, banking, financial services, and insurance (BFSI) account for the largest share of the market. In 2023, BFSI accounted for 67.85% of the global A2P SMS market. Other applications, including e-commerce, retail, travel and leisure, government agencies, and transportation and logistics, collectively accounted for 32.15% of the global market share.

LPI (LP Information)' newest research report, the "A2P (Application-to-Person) SMS Messaging Service Industry Forecast" looks at past sales and reviews total world A2P (Application-to-Person) SMS Messaging Service sales in 2024, providing a comprehensive analysis by region and market sector of projected A2P (Application-to-Person) SMS Messaging Service sales for 2025 through 2031. With A2P (Application-to-Person) SMS Messaging Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world A2P (Application-to-Person) SMS Messaging Service industry.

This Insight Report provides a comprehensive analysis of the global A2P (Application-to-Person) SMS Messaging Service landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on A2P (Application-to-Person) SMS Messaging Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global A2P (Application-to-Person) SMS Messaging Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for A2P (Application-to-Person) SMS Messaging Service and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global A2P (Application-to-Person) SMS Messaging Service.

This report presents a comprehensive overview, market shares, and growth opportunities of A2P (Application-to-Person) SMS Messaging Service market by product type, application, key players and key regions and countries.

Segmentation by Type:

CRM

Promotions

Pushed Content

Interactive

Others

Segmentation by Application:

BFSI

Entertainment

Tourism

Retail

Marketing

Healthcare

Media

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Twilio

Sinch

Infobip

MessageBird

Tanla

Montnets Cloud Technology

Beijing Guodu Internet Technology

Telesign

Syniverse

Route Mobile Limited

Vibes

Plivo

Mitto

Zenvia

Genesys Telecommunications

Beijing Emay Softcom Technology

Tyntec

Accrete

Soprano

Clickatell

Pontaltech

Beijing Chuangshimandao Science and Technology

FotryTwo

AMD Telecom S.A

TXImpact

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