

# Global A2P SMS Market Growth (Status and Outlook) 2024-2030

<https://marketpublishers.com/r/G510044227CEN.html>

Date: January 2024

Pages: 153

Price: US\$ 3,660.00 (Single User License)

ID: G510044227CEN

## Abstracts

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

According to our LPI (LP Information) latest study, the global A2P SMS market size was valued at US\$ 21730 million in 2023. With growing demand in downstream market, the A2P SMS is forecast to a readjusted size of US\$ 20500 million by 2030 with a CAGR of -0.8% during review period.

The research report highlights the growth potential of the global A2P SMS market. A2P SMS are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of A2P SMS. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the A2P SMS market.

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 A2P SMS Messaging industry can be broken down into several segments, Marketing A2P SMS, Verification Code A2P SMS, Industry Application A2P SMS.

Global core A2P SMS messaging manufacturers include Twilio, Infobip etc. The top 5 companies hold a share about 20%. North America is the largest market, with a share about 36%, followed by Europe and China with the share about 27% and 25%. In terms

of product, marketing A2P SMS is the largest segment, with a share over 40%. And in terms of application, the largest application is Industry Application A2P SMS, followed by Marketing A2P SMS.

#### Key Features:

The report on A2P SMS market reflects various aspects and provide valuable insights into the industry.

**Market Size and Growth:** The research report provide an overview of the current size and growth of the A2P SMS market. It may include historical data, market segmentation by Type (e.g., Industry Application A2P SMS, Verification Code A2P SMS), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the A2P SMS market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the A2P SMS market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the A2P SMS industry. This include advancements in A2P SMS technology, A2P SMS new entrants, A2P SMS new investment, and other innovations that are shaping the future of A2P SMS.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the A2P SMS market. It includes factors influencing customer ' purchasing decisions, preferences for A2P SMS product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the A2P SMS market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting A2P SMS market. The report also evaluates the effectiveness of these policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental impact and sustainability aspects of the A2P SMS market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the A2P SMS industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the A2P SMS market.

**Market Segmentation:**

A2P SMS market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

**Segmentation by type**

Industry Application A2P SMS

Verification Code A2P SMS

Marketing A2P SMS

**Segmentation by application**

BFSI

E-commerce

Retail

Travel

Government

Transportation and logistics

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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