

Global A2P SMS Services Market Growth (Status and Outlook) 2023-2029

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Abstracts

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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.

LPI (LP Information)' newest research report, the “A2P SMS Services Industry Forecast” looks at past sales and reviews total world A2P SMS Services sales in 2022, providing a comprehensive analysis by region and market sector of projected A2P SMS Services sales for 2023 through 2029. With A2P SMS Services sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world A2P SMS Services industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for A2P SMS Services 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 SMS Services.

The global A2P SMS Services market size is projected to grow from US\$ 20820 million in 2022 to US\$ 27100 million in 2029; it is expected to grow at a CAGR of 3.8% from 2023 to 2029.

Global core A2P SMS manufacturers include TWILIO, INFOBIP, SINCH etc. The top 5 companies hold a share about 15%. North America is the largest market, with a share about 27%, followed by Europe and China with the share about 26% and 16%.

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

Market Segmentation:

Segmentation by type

On-premises

Cloud

Segmentation by application

BFSI

Hyperlocal Businesses

Travel & Hospitality

Healthcare

Retail & eCommerce

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.

Infobip

Sinch

Syniverse

Tyntec

Route Mobile

LANCK Telecom

Twilio

Orange

Comviva

BICS

Monty Mobile

Silverstreet

Telia Carrier

China Telecom

China Mobile

SMS Highway

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