

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

This Insight Report provides a comprehensive analysis of the global Enterprise Application-to-Person (A2P) SMS 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 Enterprise Application-to-Person (A2P) SMS portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Enterprise Application-to-Person (A2P) SMS market.

This Insight Report evaluates the key market trends, drivers, and affecting factors

shaping the global outlook for Enterprise Application-to-Person (A2P) SMS 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 Enterprise Application-to-Person (A2P) SMS.

The global Enterprise Application-to-Person (A2P) SMS market size is projected to grow from US\$ 20820 million in 2022 to US\$ 26350 million in 2029; it is expected to grow at a CAGR of 3.4% 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 Enterprise Application-to-Person (A2P) SMS market by product type, application, key players and key regions and countries.

Market Segmentation:

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.

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

Twilio

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