

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

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Abstracts

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According to our LPI (LP Information) latest study, the global One Way A2P SMS market size was valued at US\$ 21510 million in 2022. With growing demand in downstream market, the One Way A2P SMS is forecast to a readjusted size of US\$ 20290 million by 2029 with a CAGR of -0.8% during review period.

The research report highlights the growth potential of the global One Way A2P SMS market. One Way 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 One Way 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 One Way A2P SMS market.

A2P meaning and definition can slightly vary between context and country. It does, however, always translate to “application-to-person”. As the name states, in a loose sense, it is receiving a message from an application instead of another person.

Usually, “application to person” has an extremely far-reaching definition. Any type of SMS flow from anything that isn’t a person falls under A2P messaging. For example, in the USA and Canada, the interpretation includes absolutely any marketing messaging, reminders, chatbots, etc. Basically, anything that is automated is A2P.

One Way A2P (Application-to-Person) SMS, also known as outbound A2P SMS, refers to the sending of text messages from an application, software, or system to a mobile

device, typically to deliver information, alerts, notifications, marketing messages, or transactional messages. Unlike person-to-person (P2P) SMS, where individuals exchange messages directly with one another, A2P SMS involves automated communication from an application or business entity to a recipient.

Pro:

one-way texting makes it easy to send bulk SMS.

one-way texting keeps you from getting flooded with responses.

one-way texting is great for many types of SMS campaigns.

one-way texting saves time for everyone.

Con:

one-way texting makes it difficult to gauge feedback.

one-way texting isn't always friendly or personable.

Key Features:

The report on One Way 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 One Way 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 One Way 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 One Way 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 One Way A2P SMS industry. This include advancements in One Way A2P SMS technology, One Way A2P SMS new entrants, One Way A2P SMS new investment, and other innovations that are shaping the future of One Way A2P SMS.

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

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the One Way A2P SMS market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting One Way 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 One Way A2P SMS market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the One Way 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 One Way A2P SMS market.

Market Segmentation:

One Way A2P SMS market is split by Type and by Application. For the period 2018-2029, 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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