

2020-2025 Global Premium A2P And P2A Messaging Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

A2P messaging implies application-to-person messaging. An A2P SMS is an SMS message which is sent from an application- typically a web-based one-to a mobile subscriber. The common uses of A2P bulk SMSs include notifications, alerts and mobile marketing messages such as flight alerts, banking updates or new offers from merchants. P2A messaging implies person-to-application messaging.

This report elaborates the market size, market characteristics, and market growth of the Premium A2P And P2A Messaging industry, and breaks down according to the type, application, and consumption area of Premium A2P And P2A Messaging. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Premium A2P And P2A Messaging in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Premium A2P And P2A Messaging market covered in Chapter 13:

OpenMarket Inc.

Nexmo Co. Ltd.

Ogangi Corporation

Genesys Telecommunications

FortyTwo Telecom AB

SAP Mobile Services

Soprano

Syniverse Technologies
Beepsend
3Cinteractive
Accrete
Infobip
Silverstreet BV
Vibes Media
SITO Mobile
AMD Telecom S.A
MBlox
ClearSky
CLX Communications
Tyntec
Tanla Solutions

In Chapter 6, on the basis of types, the Premium A2P And P2A Messaging market from 2015 to 2025 is primarily split into:

CRM
Promotions
Pushed Content
Interactive
Others

In Chapter 7, on the basis of applications, the Premium A2P And P2A Messaging market from 2015 to 2025 covers:

BFSI
Entertainment
Tourism
Retail
Marketing
Healthcare
Media
Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States
Europe

China
Japan
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy

Spain

Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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