

COVID-19 Outbreak-Global Application-to-Person (A2P) SMS and API Industry Market Report- Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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Abstracts

A2P (Application to Person) is an emerging messaging type in the world of telecommunications. A2P is also popularly known as business or enterprise SMS. A2P SMS provides updates related to transactions, authorized info (secure info), notifications, reminders, alerts, promotions, enquiry, search, offers etc. without any monetary deductions.

API is the acronym for Application Programming Interface, which is a software intermediary that allows two applications to talk to each other. Each time you use an app like Facebook, send an instant message, or check the weather on your phone, you're using an API.

The Application-to-Person (A2P) SMS and API market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation and sales channel will be presented as well. Considering COVID-19, this report

provides comprehensive and in-depth analysis on how the epidemic push this industry transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Application-to-Person (A2P) SMS and API industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Application-to-Person (A2P) SMS and API market can be split based on product types, major applications, and important countries as follows:

Key players in the global Application-to-Person (A2P) SMS and API market covered in Chapter 12:

Syniverse Technologies
Ogangi Corporation
Tyntec
Beepsend AB
Twilio
Nexmo
OpenMarket
CLX Communications
FortyTwo Telecom AB

In Chapter 4 and 14.1, on the basis of types, the Application-to-Person (A2P) SMS and API market from 2015 to 2025 is primarily split into:

Cloud API
Traditional API

In Chapter 5 and 14.2, on the basis of applications, the Application-to-Person (A2P) SMS and API market from 2015 to 2025 covers:

SMS Aggregators
Bulk SMS Providers

Marketers/Resellers
Telecom Operators
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)

United States

Canada

Mexico

Europe (Covered in Chapter 8 and 14)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 9 and 14)

China

Japan

South Korea

Australia

India

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 10 and 14)

Saudi Arabia

UAE

Egypt

Nigeria

South Africa

Others

South America (Covered in Chapter 11 and 14)

Brazil

Argentina

Columbia

Chile

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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