

Global Premium Messaging Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

Premium messaging service enables users to cater to services of third party messaging programs that charge fees standard text messaging rates. These fees are either for the content that is sent to the user's phone or for participation in a program. Text or multimedia messages are sent to, or received from programs using short codes in place of phone numbers.

Based on the Premium Messaging market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Premium Messaging market covered in Chapter 5:

OpenMarket
Infobip Plt
Jinny Software Ltd.
Sybase 365
mBlox
AMD Telecom SA
V3Mobi Communications Pvt. Ltd.
Beepsend AB
Mobicage NV
Symsoft AB
Dialogue Communications Ltd.
Aerialink Inc.
Angkor Data Communications Group Co. Ltd.

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

A2P SMS
A2P MMS
P2A SMS
P2A MMS

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

Shipping and Logistics
BFSI
Retail
Entertainment and Media
Outsourcing
Hospitality

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 8-13:

North America (Covered in Chapter 9)
United States

Canada
Mexico
Europe (Covered in Chapter 10)
Germany
UK
France
Italy
Spain
Russia
Others
Asia-Pacific (Covered in Chapter 11)
China
Japan
South Korea
Australia
India
South America (Covered in Chapter 12)
Brazil
Argentina
Columbia
Middle East and Africa (Covered in Chapter 13)
UAE
Egypt
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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