

A2P Messaging Market by Offering (Platforms, Services), Application (Authentication, Promotional & Marketing, CRM), Communication Channel (SMS, Operator IP, Third-party Apps, Fixed Fees), SMS Traffic, End User and Region - Global Forecast to 2029

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Abstracts

MarketsandMarkets forecasts that the A2P messaging market size is projected to grow from USD 73.1 billion in 2024 to USD 84.8 billion by 2029, at a CAGR of 3.0% during the forecast period. Urbanization leads to increased connectivity and smartphone usage, which in turn drives the demand for A2P messaging services as businesses target urban populations with their services and promotions.

“By SMS traffic, the international segment is expected to grow with the highest CAGR during the forecast period.”

Globally, SMS messaging is expanding as enterprises seek to engage customers worldwide through convenient channels. Multi-country SMS traffic, routed internationally via Signaling System 7 (SS7) connectivity, although lower in volume, yields substantial revenue. The rising demand for multi-country A2P traffic, driven by applications like two-factor authentication, finds particular use in industries such as travel, IT, and telecommunications. Alongside, ensuring SMS delivery quality and guarding against improper monetization of A2P traffic are growing concerns, prompting enterprises to employ SMS firewalls for effective monetization. Notably, the Asia Pacific region, with its vast mobile subscriber base, stands out as a significant generator of international traffic, solidifying its position in the global SMS landscape.

“By communication channel, the SMS segment is expected to hold the largest market size during the forecast period.”

This includes circuit-switched SMS/MMS messages that are generated and terminated on operators' networks. A2P messaging, utilizing SMS as its primary channel, has become integral for businesses across diverse sectors. Its versatility enables a wide array of applications, from essential notifications like appointment reminders and delivery updates to critical functions such as authentication through one-time passwords. Marketing and promotional campaigns leverage A2P SMS for reaching customers effectively, while alerts for emergencies or system downtimes ensure timely communication. Additionally, SMS facilitates customer service interactions, surveys, and internal communications, streamlining processes and enhancing engagement. Its simplicity and widespread accessibility make SMS A2P messaging a cornerstone of modern communication strategies, bridging the gap between businesses and their audience with immediacy and efficiency.

“Asia Pacific is expected to grow with the highest CAGR during the forecast period.”

The A2P messaging market in the Asia Pacific region is undergoing significant advancements and has witnessed the advanced and dynamic adoption of new technologies and is expected to record the highest market share in the A2P messaging market during the forecast period. The A2P messaging market in Asia Pacific is thriving, fueled by the region's immense mobile subscriber base and rapid technological advancements. Businesses across various sectors, including BFSI, retail & eCommerce, and travel & hospitality, leverage A2P messaging for transactional notifications, marketing campaigns, customer support, and authentication purposes.

Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

By Company: Tier 1–35%, Tier 2–40%, and Tier 3–25%

By Designation: C-Level Executives–35, Director Level–25%, and Others–40%

By Region: North America–30%, Europe–35%, APAC–25%, RoW–10%

The major players in the A2P messaging market are AT&T (US), China Mobile (China), Sinch (Sweden), Twilio (US), Infobip (UK), Vonage (US), Orange (France), Comviva

(India), Route Mobile (India), BICS (Belgium), Monty Mobile (UK), Tata Communications (India), Syniverse (US), Tyntec (UK), Soprano Design (Australia), Genesys (US), Clickatell (US), CEQUENS (Egypt), MSG91 (India), Plivo (US), Mitto (Switzerland), Bird (Netherlands), Telewhale (Cyprus), EnableX.io (Singapore), TextUs (US), Voxvalley (Singapore). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, product enhancements, and acquisitions to expand their footprint in the A2P messaging market.

Research Coverage

The report segments the global A2P messaging market based on offering has been classified into platform and A2P services. Based on application, the market is classified into authentication services, promotional and marketing services, pushed content services, interactive messaging services, customer relationship management services, other applications. Based on communication channel, the market is classified by SMS, operator IP, third-party apps, fixed fees. Based on SMS traffic, the market is classified into two segments, domestic and international. Based on end user, the market is segmented into BFSI, retail & eCommerce, government, healthcare, travel & hospitality, and other end users. By region, the market has been segmented into North America, Europe, Asia Pacific, Middle East & Africa, and Latin America.

Key benefits of the report

The report would help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall A2P messaging market and the subsegments. This report would help stakeholders understand the competitive landscape and gain insights to better position their businesses and plan suitable go-to-market strategies. The report would help stakeholders understand the pulse of the market and provide them with information on the key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (rapid technological advancements, growing number of mobile subscribers to fuel A2P messaging, growing use of A2P messaging among customer-centric industries), restraints (regulatory constraints, stringent government regulations and policies), opportunities (rise in application usage, growing trend of mobile marketing via messaging, increased adoption of A2P SMS by OTT players to drive revenue for MNOs), and challenges (messaging channel fragmentation, increasing messaging

frauds and security concerns, difficulty in maximizing monetization of A2P messaging).

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the A2P messaging market.

Market Development: Comprehensive information about lucrative markets – the report analyses the A2P messaging market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the A2P messaging market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players such as AT&T (US), China Mobile (China), Sinch (Sweden), Twilio (US), Infobip (UK), Vonage (US), Orange (France), Comviva (India), Route Mobile (India), BICS (Belgium), Monty Mobile (UK), Tata Communications (India), Syniverse (US), Tyntec (UK), Soprano Design (Australia), Genesys (US), Clickatell (US), CEQUENS (Egypt), MSG91 (India), Plivo (US), Mitto (Switzerland), Bird (Netherlands), Telewhale (Cyprus), EnableX.io (Singapore), TextUs (US), Voxvalley (Singapore).

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13.3.7 TELEWHALE

13.3.8 ENABLEX.IO

13.3.9 TEXTUS

13.3.10 VOXVALLEY

*Details on Business overview, Products/Solutions/Services offered, Recent developments, MnM view, Right to win, Strategic choices, and Weaknesses and Competitive threats might not be captured in case of unlisted companies.

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