

# **SMS Firewall Market by Component (SMS Firewall Platform and Services (Professional and Managed)), SMS Type (A2P and P2A Messages), SMS Traffic (National and International), Deployment Mode (On-premises and Cloud), and Region - Global Forecast to 2025**

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## **Abstracts**

Combating Short Message Service (SMS) fraudulent activities such as phishing, spoofing, and spamming driving the SMS firewall deployment all over the globe

The SMS firewall market size is projected to grow from USD 2.2 billion in 2020 to USD 3.0 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 7.0% during the forecast period. The major factors driving the growth of the SMS firewall market include stringent government compliance and increased adoption of Application-to-Person (A2P) messaging traffic. The entrance of Over-the-top (OTT) players into messaging businesses are expected to pose as a restraining factor for the growth of the SMS firewall market.

Managed services segment to grow at a higher CAGR during the forecast period

SMS firewall vendors offer a diverse range of managed services to telecom operators. These services monetize based on service level agreement, which represents the successful delivery of managed services. Vendors fully operationalize the SMS firewall deployment while focusing more on network optimization and performance with 24\*7\*365 support. As per Mobile Network Operators (MNOs) need, managed services manage network infrastructure partially (address specific issues) and fully (end-to-end management). These services also ensure effective monetization of A2P messages

with robust monitoring and control. These services help MNOs improve customer experience by safeguarding messages from malicious threats and enhance SMS security.

International SMS traffic segment to grow at a higher CAGR during the forecast period

International SMS traffic refers to the routing of SMS traffic from one country to another. Worldwide, A2P and Person-to-Application (P2A) messaging continue to grow and modernize. Enterprises are keen on reaching their customers globally through simple and ubiquitous communication channels. International SMS traffic comprises sending messages outside a country. International A2P messaging is increasing due to Two Factor Authentication (2FA), which is one of the most demanded needs all across the globe. The international SMS traffic segment has a greater application in travel, Information Technology (IT), and telecom industries for functions, such as verifying messages, providing travel updates, and authenticating social sites.

Asia Pacific (APAC) region to record the highest market share in the SMS firewall market in 2020

APAC is an emerging region for the SMS firewall market. China, Japan, and India are the major countries contributing to the growth of the SMS firewall market in APAC. Due to a massive mobile subscriber base, enterprises in this region are becoming more competitive, and are focusing on offering better security services in the text messaging segment. Thus, the untapped potential of the APAC region is attracting investments by major companies. A majority of MNOs are focusing on expanding their business operations in countries across the APAC region. This is expected to offer potential growth opportunities for A2P and P2A SMS providers to increase their brand awareness

By Company Type: Tier 1 – 35%, Tier 2 – 39%, and Tier 3 – 26%

By Designation: C-level – 55%, Directors – 40%, and Others – 5%

By Region: North America – 38%, Europe – 40%, APAC – 21%, and Rest of the World (RoW) – 1%

Major vendors in the research study include Comviva (India), Mobileum (US), AdaptiveMobile Security (Ireland), BICS (Belgium), Monty Mobile (UK), ANAM Technologies (Ireland), Infobip Ltd (UK), Route Mobile Limited (India), Proofpoint, Inc

(US), Sinch (Sweden), TeleOSS (India), NetNumber Inc (US), Enghouse Networks (Canada), Global Wavenet (Singapore), HAUD (Malta), Tango Telecom Limited(Ireland), Eastwind (Russia), SAP SE (Germany), Tata Communications (India), AMD Telecom S.A. (Greece), Omobio (Sri Lanka), Syniverse Technologies LLC (US), Mavenir (US), Cellusys (Ireland), BroadNet Technologies (Lebanon), Mylinex International (Pvt) Ltd (Sri Lanka), TWILIO INC(US), NewNet (US), Openmind Networks (Ireland), Mitto (Switzerland), Tanla (India), and 6d Technologies (India). The study included an in-depth competitive analysis of these key players with their company profiles, recent developments, and key growth strategies adopted by them.

### Research coverage

The market study covers the SMS firewall market across different segments. It aims at estimating the market size and the growth potential of this market across different segments based on component, SMS type, SMS traffic, deployment mode, and region. The study also includes an in-depth competitive analysis of the key market players, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

### Key benefits of buying the report

The report is expected to help the market leaders/new entrants in this market by providing them information on the closest approximations of the revenue numbers for the overall SMS firewall market and its segments. This report is also expected to help stakeholders understand the competitive landscape and gain insights to improve the position of their businesses and to plan suitable go-to-market strategies. The report also aims at helping stakeholders understand the pulse of the market and provide them with information on key market drivers, restraints, challenges, and opportunities.

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