

Telecom API Market by Type of API (SMS, MMS, & RCS, IVR/Voice Store & Voice Control, Payment, WebRTC, ID/SSO & Subscriber, Location, M2M & IoT, Content Delivery), User (Enterprise, Partner, Internal) and Region - Global Forecast to 2028

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Abstracts

MarketsandMarkets forecasts that the telecom API market size is projected to grow from USD 320.9 billion in 2023 to USD 664.9 billion by 2028, at a CAGR of 15.7% during the forecast period. Telecom operators are exploring new revenue streams through API monetization. By opening up their network capabilities through APIs, operators can enable third-party developers to create innovative services, leading to new revenue-generation opportunities.

“By type of API, the location API segment is expected to grow with the highest CAGR during the forecast period.”

The location API plays a key role in navigation applications, logistics for asset tracking, and ensuring user privacy with robust consent mechanisms. As it taps into multiple location data sources, including satellite-based navigation systems, cellular networks, and Wi-Fi access points, developers can choose the most suitable method for their specific needs. While offering benefits like improved user experiences and enhanced safety features, developers must navigate challenges such as privacy concerns, battery impact, and security considerations to ensure responsible and effective implementation of Location APIs in the telecom ecosystem.

“By user, the enterprise developer segment is expected to hold the largest market size during the forecast period.”

The role of enterprise developers extends beyond mere customization, as they contribute to the continual evolution of communication technologies, fostering a realm where customer engagement is enhanced through automated messaging systems, chatbots, and sophisticated voice recognition services. As indispensable contributors to the telecom API market, enterprise developers play a pivotal role in shaping the future of business communications, driving innovation, and optimizing operational processes.

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

The Asia Pacific region has become a hotbed for the rapid adoption of telecom APIs. 5G technology is expected to revolutionize the telecom industry, offering faster data speeds, lower latency, and a wider range of applications. This growth is expected to create new opportunities for telecom API providers to develop innovative solutions for 5G-enabled applications. The major players in the Asia Pacific telecom API market are offering a wide range of telecom APIs, including APIs for SMS, voice, data, and mobile advertising. Additionally, the advent of technologies like 5G and the overall regulatory environment play crucial roles in shaping the telecom API landscape in the Asia Pacific, offering new avenues for innovation and investment in telecommunications infrastructure.

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 2–45%, and Tier 3–20%

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

By Region: North America–45%, Europe–20%, APAC–30%, RoW–5%

The major players in the Telecom API market are Twilio (US), AT&T (US), Vodafone Group (UK), Google (US), Telefonica (Spain), Verizon (US), Ericsson (Sweden), Deutsche Telekom (Germany), Orange SA (France), Cisco (US), Nokia (Finland), Huawei (China), Bharti Airtel (India), Mavenir (US), Boku (US), RapidAPI (US), LocationSmart (US), SMSLOTS (Turkey), Xeebi (US), Plivo (US), Tenios (Germany), EnableX (Singapore), MessageBird (Netherlands), Telnyx (US). 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 telecom API market.

Research Coverage

The report segments the global Telecom API market by type of API has been classified SMS, MMS and RCS API, IVR/voice store and voice control API, payment API, web RTC API, ID/SSO and subscriber API, location API, M2M and IOT API, content delivery API, and Others. By user, the telecom API market is divided into four categories: enterprise developer, internal developer, partner developer, long tail developer. 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 telecom API 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 (advancements in 5G technology will help to propel the demand for innovative and high-speed telecom APIs, increasing adoption of IoT devices and applications to demand scalable APIs for connectivity, increasing demand for mobile data and the rise of digital communication, increasing popularity of open APIs to drive the telecom API market), restraints (concerns about data security and privacy are impeding the widespread adoption of new APIs, compatibility issues with existing legacy systems are obstructing the seamless integration of APIs), opportunities (development of marketplaces for buying and selling APIs is fostering innovation, utilizing data analytics through APIs is providing insights and enabling creation of new revenue channels), and challenges (technical complexity in management of various protocols and frameworks across different APIs, interoperability among diverse APIs and platforms is hindered by the absence of standardized protocols).

Product Development/Innovation: Detailed insights on upcoming technologies,

research & development activities, and new product & service launches in the telecom API market.

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

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

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players such as Twilio (US), AT&T (US), Vodafone Group (UK), Google (US), Telefonica (Spain), Verizon (US), Ericsson (Sweden), Deutsche Telekom (Germany), Orange SA (France), Cisco (US), Nokia (Finland), Huawei (China), Bharti Airtel (India), Mavenir (US), Boku (US), RapidAPI (US), LocationSmart (US), SMSLOTS (Turkey), Xeebi (US), Plivo (US), Tenios (Germany), EnableX (Singapore), MessageBird (Netherlands), Telnyx (US).

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