

A2P Messaging Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Platform, A2P Service), By SMS Traffic (National Traffic, Multi-Country), By Deployment Mode, By Application, By End Users

<https://marketpublishers.com/r/AF61AA23FA04EN.html>

Date: October 2025

Pages: 160

Price: US\$ 3,950.00 (Single User License)

ID: AF61AA23FA04EN

Abstracts

The A2P Messaging Market is valued at USD 68 billion in 2025 and is projected to grow at a CAGR of 3.4% to reach USD 91.8 billion by 2034. The Application-to-Person (A2P) messaging market is a rapidly growing sector focused on delivering automated messages from applications to mobile phone users. This market encompasses a wide range of services, including SMS notifications, alerts, marketing messages, and two-factor authentication (2FA). A2P messaging is essential for businesses to communicate with their customers, enhance customer engagement, and improve operational efficiency.

The market is characterized by rapid innovation in communication platforms, APIs, and security technologies. The development of cloud-based messaging platforms and APIs is driving the market forward. The integration of rich media messaging, such as RCS and WhatsApp Business API, is also enhancing user engagement. Furthermore, the increasing adoption of AI and machine learning is enabling personalized and targeted messaging. The market is also seeing a trend towards omnichannel communication, which integrates A2P messaging with other communication channels.

Geographically, the A2P messaging market is expanding globally, with significant activity in developed regions and emerging economies. Developed regions are leading the way in technology adoption, driven by their advanced telecommunications infrastructure and strong demand for enterprise solutions. Emerging economies are also showing increasing interest in A2P messaging, driven by the growing adoption of

smartphones and mobile applications. The market's future is promising, with continuous innovation and increasing adoption expected to drive growth.

Key Insights A2P Messaging Market

Cloud-Based Messaging Platforms: Adoption of cloud platforms for scalable and reliable A2P messaging.

Rich Media Messaging: Integration of RCS and WhatsApp Business API for enhanced user engagement.

AI-Powered Personalization: Use of AI for personalized and targeted messaging.

Omnichannel Communication: Integration of A2P messaging with other communication channels.

Two-Factor Authentication (2FA): Increasing use of A2P messaging for secure authentication.

Mobile Application Growth: Increasing adoption of mobile applications that rely on A2P messaging.

Customer Engagement: Need for businesses to enhance customer engagement through personalized messaging.

Operational Efficiency: Use of A2P messaging for automated notifications and alerts.

Security and Authentication: Demand for secure authentication through 2FA.

Global Reach: A2P messaging enables businesses to reach customers globally.

Spam and Fraud: Preventing spam and fraudulent A2P messages.

Regulatory Compliance: Meeting regulatory requirements for data privacy and messaging.

Delivery Rates: Ensuring high delivery rates for A2P messages.

Cost Management: Managing the cost of A2P messaging services.

Interoperability: Ensuring interoperability between different messaging platforms.

A2P Messaging Market Segmentation

By Component

Platform

A2P Service

By SMS Traffic

National Traffic

Multi-Country

By Deployment Mode

On-Premises

Cloud

By Application

Authentication Services

Promotional and Marketing Services

Customer Relationship Management Services

Pushed Content Services

Interactive Messages

Other Applications

By End Users

Banking

Financial Services

and Insurance

Retail and Ecommerce

E-Governance

Hyperlocal Businesses

Healthcare

Travel and Hospitality

Other End Users

Key Companies Analysed

China Mobile Limited

AT&T Inc.

Orange S.A.

Twilio Inc.

Sinch AB

Tata Communications Limited

Genesys Telecommunications Laboratories Inc.

Syniverse Technologies LLC

Infobip Ltd.

MessageBird B.V.

BICS SA/NV

Vonage Holdings Corp.

Kaleyra Inc.

Monty Mobile SAL

TeleSign Corporation

OpenMarket Inc.

Comviva Technologies Limited

Route Mobile Limited

Karix Technologies Private Limited

Cequens Ltd.

Plivo Inc.

Mitto AG

Soprano Design Pty Ltd

Global Message Services S.A.

Clickatell (Pty) Ltd.

Nexmo Inc. (Vonage API Platform)

Summit Tech (Summit Technology Group)

Tyntec Silverstreet

Dexatel Global Message Services AG

CLX Communications AB

Esendex Ltd.

Fortytwo Telecom AB

Upland Software Inc. (Mobile Messaging Solutions)

BulkSMS (a division of Adapt IT)

Commify Group Limited

3Cinteractive Corp. (3C)

IMImobile PLC (acquired by Cisco)

Kaleyra S.p.A. (formerly known as Solutions Infini)

Mogreet Inc.

A2P Messaging Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

A2P Messaging Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — A2P Messaging market data and outlook to 2034

United States

Canada

Mexico

Europe — A2P Messaging market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — A2P Messaging market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — A2P Messaging market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — A2P Messaging market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the A2P Messaging value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the A2P Messaging industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the A2P Messaging Market Report

Global A2P Messaging market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on A2P Messaging trade, costs, and supply chains

A2P Messaging market size, share, and outlook across 5 regions and 27 countries, 2023-2034

A2P Messaging market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term A2P Messaging market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and A2P Messaging supply chain analysis

A2P Messaging trade analysis, A2P Messaging market price analysis, and A2P Messaging supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest A2P Messaging market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

Contents

1. TABLE OF CONTENTS

- 1.1 List of Tables
- 1.2 List of Figures

2. GLOBAL A2P MESSAGING MARKET SUMMARY, 2025

- 2.1 A2P Messaging Industry Overview
 - 2.1.1 Global A2P Messaging Market Revenues (In US\$ billion)
- 2.2 A2P Messaging Market Scope
- 2.3 Research Methodology

3. A2P MESSAGING MARKET INSIGHTS, 2024-2034

- 3.1 A2P Messaging Market Drivers
- 3.2 A2P Messaging Market Restraints
- 3.3 A2P Messaging Market Opportunities
- 3.4 A2P Messaging Market Challenges
- 3.5 Tariff Impact on Global A2P Messaging Supply Chain Patterns

4. A2P MESSAGING MARKET ANALYTICS

- 4.1 A2P Messaging Market Size and Share, Key Products, 2025 Vs 2034
- 4.2 A2P Messaging Market Size and Share, Dominant Applications, 2025 Vs 2034
- 4.3 A2P Messaging Market Size and Share, Leading End Uses, 2025 Vs 2034
- 4.4 A2P Messaging Market Size and Share, High Growth Countries, 2025 Vs 2034
- 4.5 Five Forces Analysis for Global A2P Messaging Market
 - 4.5.1 A2P Messaging Industry Attractiveness Index, 2025
 - 4.5.2 A2P Messaging Supplier Intelligence
 - 4.5.3 A2P Messaging Buyer Intelligence
 - 4.5.4 A2P Messaging Competition Intelligence
 - 4.5.5 A2P Messaging Product Alternatives and Substitutes Intelligence
 - 4.5.6 A2P Messaging Market Entry Intelligence

5. GLOBAL A2P MESSAGING MARKET STATISTICS – INDUSTRY REVENUE, MARKET SHARE, GROWTH TRENDS AND FORECAST BY SEGMENTS, TO 2034

5.1 World A2P Messaging Market Size, Potential and Growth Outlook, 2024- 2034 (\$ billion)

5.1 Global A2P Messaging Sales Outlook and CAGR Growth By Component, 2024-2034 (\$ billion)

5.2 Global A2P Messaging Sales Outlook and CAGR Growth By SMS Traffic, 2024-2034 (\$ billion)

5.3 Global A2P Messaging Sales Outlook and CAGR Growth By Deployment Mode, 2024- 2034 (\$ billion)

5.4 Global A2P Messaging Sales Outlook and CAGR Growth By Application, 2024-2034 (\$ billion)

5.5 Global A2P Messaging Sales Outlook and CAGR Growth By End Users, 2024- 2034 (\$ billion)

5.6 Global A2P Messaging Market Sales Outlook and Growth by Region, 2024- 2034 (\$ billion)

6. ASIA PACIFIC A2P MESSAGING INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK

6.1 Asia Pacific A2P Messaging Market Insights, 2025

6.2 Asia Pacific A2P Messaging Market Revenue Forecast By Component, 2024- 2034 (USD billion)

6.3 Asia Pacific A2P Messaging Market Revenue Forecast By SMS Traffic, 2024- 2034 (USD billion)

6.4 Asia Pacific A2P Messaging Market Revenue Forecast By Deployment Mode, 2024-2034 (USD billion)

6.5 Asia Pacific A2P Messaging Market Revenue Forecast By Application, 2024- 2034 (USD billion)

6.6 Asia Pacific A2P Messaging Market Revenue Forecast By End Users, 2024- 2034 (USD billion)

6.7 Asia Pacific A2P Messaging Market Revenue Forecast by Country, 2024- 2034 (USD billion)

6.7.1 China A2P Messaging Market Size, Opportunities, Growth 2024- 2034

6.7.2 India A2P Messaging Market Size, Opportunities, Growth 2024- 2034

6.7.3 Japan A2P Messaging Market Size, Opportunities, Growth 2024- 2034

6.7.4 Australia A2P Messaging Market Size, Opportunities, Growth 2024- 2034

7. EUROPE A2P MESSAGING MARKET DATA, PENETRATION, AND BUSINESS PROSPECTS TO 2034

- 7.1 Europe A2P Messaging Market Key Findings, 2025
- 7.2 Europe A2P Messaging Market Size and Percentage Breakdown By Component, 2024- 2034 (USD billion)
- 7.3 Europe A2P Messaging Market Size and Percentage Breakdown By SMS Traffic, 2024- 2034 (USD billion)
- 7.4 Europe A2P Messaging Market Size and Percentage Breakdown By Deployment Mode, 2024- 2034 (USD billion)
- 7.5 Europe A2P Messaging Market Size and Percentage Breakdown By Application, 2024- 2034 (USD billion)
- 7.6 Europe A2P Messaging Market Size and Percentage Breakdown By End Users, 2024- 2034 (USD billion)
- 7.7 Europe A2P Messaging Market Size and Percentage Breakdown by Country, 2024-2034 (USD billion)
 - 7.7.1 Germany A2P Messaging Market Size, Trends, Growth Outlook to 2034
 - 7.7.2 United Kingdom A2P Messaging Market Size, Trends, Growth Outlook to 2034
 - 7.7.2 France A2P Messaging Market Size, Trends, Growth Outlook to 2034
 - 7.7.2 Italy A2P Messaging Market Size, Trends, Growth Outlook to 2034
 - 7.7.2 Spain A2P Messaging Market Size, Trends, Growth Outlook to 2034

8. NORTH AMERICA A2P MESSAGING MARKET SIZE, GROWTH TRENDS, AND FUTURE PROSPECTS TO 2034

- 8.1 North America Snapshot, 2025
- 8.2 North America A2P Messaging Market Analysis and Outlook By Component, 2024-2034 (\$ billion)
- 8.3 North America A2P Messaging Market Analysis and Outlook By SMS Traffic, 2024-2034 (\$ billion)
- 8.4 North America A2P Messaging Market Analysis and Outlook By Deployment Mode, 2024- 2034 (\$ billion)
- 8.5 North America A2P Messaging Market Analysis and Outlook By Application, 2024-2034 (\$ billion)
- 8.6 North America A2P Messaging Market Analysis and Outlook By End Users, 2024-2034 (\$ billion)
- 8.7 North America A2P Messaging Market Analysis and Outlook by Country, 2024-2034 (\$ billion)
 - 8.7.1 United States A2P Messaging Market Size, Share, Growth Trends and Forecast, 2024- 2034
 - 8.7.1 Canada A2P Messaging Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.7.1 Mexico A2P Messaging Market Size, Share, Growth Trends and Forecast, 2024-2034

9. SOUTH AND CENTRAL AMERICA A2P MESSAGING MARKET DRIVERS, CHALLENGES, AND FUTURE PROSPECTS

9.1 Latin America A2P Messaging Market Data, 2025

9.2 Latin America A2P Messaging Market Future By Component, 2024- 2034 (\$ billion)

9.3 Latin America A2P Messaging Market Future By SMS Traffic, 2024- 2034 (\$ billion)

9.4 Latin America A2P Messaging Market Future By Deployment Mode, 2024- 2034 (\$ billion)

9.5 Latin America A2P Messaging Market Future By Application, 2024- 2034 (\$ billion)

9.6 Latin America A2P Messaging Market Future By End Users, 2024- 2034 (\$ billion)

9.7 Latin America A2P Messaging Market Future by Country, 2024- 2034 (\$ billion)

9.7.1 Brazil A2P Messaging Market Size, Share and Opportunities to 2034

9.7.2 Argentina A2P Messaging Market Size, Share and Opportunities to 2034

10. MIDDLE EAST AFRICA A2P MESSAGING MARKET OUTLOOK AND GROWTH PROSPECTS

10.1 Middle East Africa Overview, 2025

10.2 Middle East Africa A2P Messaging Market Statistics By Component, 2024- 2034 (USD billion)

10.3 Middle East Africa A2P Messaging Market Statistics By SMS Traffic, 2024- 2034 (USD billion)

10.4 Middle East Africa A2P Messaging Market Statistics By Deployment Mode, 2024-2034 (USD billion)

10.5 Middle East Africa A2P Messaging Market Statistics By Application, 2024- 2034 (USD billion)

10.6 Middle East Africa A2P Messaging Market Statistics By End Users, 2024- 2034 (USD billion)

10.7 Middle East Africa A2P Messaging Market Statistics by Country, 2024- 2034 (USD billion)

10.7.1 Middle East A2P Messaging Market Value, Trends, Growth Forecasts to 2034

10.7.2 Africa A2P Messaging Market Value, Trends, Growth Forecasts to 2034

11. A2P MESSAGING MARKET STRUCTURE AND COMPETITIVE LANDSCAPE

11.1 Key Companies in A2P Messaging Industry

- 11.2 A2P Messaging Business Overview
- 11.3 A2P Messaging Product Portfolio Analysis
- 11.4 Financial Analysis
- 11.5 SWOT Analysis

12 APPENDIX

- 12.1 Global A2P Messaging Market Volume (Tons)
- 12.1 Global A2P Messaging Trade and Price Analysis
- 12.2 A2P Messaging Parent Market and Other Relevant Analysis
- 12.3 Publisher Expertise
- 12.2 A2P Messaging Industry Report Sources and Methodology

I would like to order

Product name: A2P Messaging Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Platform, A2P Service), By SMS Traffic (National Traffic, Multi-Country), By Deployment Mode, By Application, By End Users

Product link: <https://marketpublishers.com/r/AF61AA23FA04EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AF61AA23FA04EN.html>