

Global A2P SMS Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

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Abstracts

Application to Person (A2P) is an innovative technology that is used to send personalized messages for advertising and other promotional activities. This SMS service is a part of the mobile's value added services (VAS). Increasing number of enterprises in multiple industry verticals are driving the market growth, as these enterprises adopt the SMS as a communication channel for their customers, employees, general public, and other stakeholders. In addition, mobile phone network operators are shifting their focus to A2P SMS, to increase their average revenue per user.

Based on application, the market is divided into pushed content services, customer relationship management, promotional campaigns, interactive services, and inquiry-related services. According to end-user industry, it is categorized into retail, transportation & travel, entertainment & media, healthcare & hospitality, BFSI, and others. Geographic segmentation and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

MARKET DYNAMICS:

Drivers:

Increase in mobile subscriber base

Rapid economic growth and upsurge in mobile advertising and e-commerce business

Restraints:

Increasing mobile messaging spams, phishing, and malware attacks

Technical irregularities in the process

MARKET PLAYERS:

The top players in the global A2P SMS market include Syniverse Technologies, LLC, AMD Telecom S.A., Fortytwo Telecom AB., Ogangi Corporation, Silverstreet BV, CLX Communications AB, Tanla Solutions Ltd., Symsoft AB, Cybercomm, Infobip Ltd, and Angkor Data Communication Group Co., Ltd.

KEY TAKEAWAYS

MARKET LANDSCAPE

By Application

Pushed content services

Customer relationship management services

Promotional campaigns

Interactive services

Inquiry related services

By End-user

Retail

Transportation & travel

Healthcare & hospitality

Entertainment & media

BFSI

Others

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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