

# **SMS Firewall Market Forecasts to 2030 – Global Analysis by SMS Type (Application-to-Person (A2P) and Person-to-Person (P2P)), SMS Traffic (National SMS traffic and International SMS traffic), Component, Organization Size, Deployment Mode, End User and By Geography**

<https://marketpublishers.com/r/S71B3E705C6BEN.html>

Date: January 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: S71B3E705C6BEN

## **Abstracts**

According to Statistics MRC, the Global SMS Firewall Market is accounted for \$3.43 billion in 2024 and is expected to reach \$6.49 billion by 2030 growing at a CAGR of 11.2% during the forecast period. An SMS firewall is a security solution that safeguards mobile networks and consumers from harmful or undesired SMS (Short Message Service) traffic. By blocking spam, phishing attempts, fraud, and unwanted communications, it serves as a barrier between the mobile network and outside messaging sources. Additionally, SMS firewalls aid in thwarting SMS-based threats like flooding and smishing (also known as SMS phishing). The firewall improves security and privacy for both mobile network operators and customers by examining SMS traffic patterns and confirming the authenticity of messages. This guarantees that only legitimate and trustworthy communications reach the end user.

According to the Telecom Regulatory Authority of India, A2P traffic comprises approximately 40% of total SMS traffic in India.

Market Dynamics:

Driver:

Increasing Mobile Traffic

Growing mobile traffic is a major driver of the SMS firewall industry. Strong SMS security is essential as mobile message traffic increases, particularly due to the growth of mobile-based services and apps. SMS firewalls ensure safe communication by shielding consumers from phishing, fraud, and spam. The need for sophisticated SMS firewall solutions to protect against new threats and guarantee dependable services is increased by the rise in mobile traffic, which is fueled by social media, mobile commerce, and authentication services, thus it drives the market expansion.

Restraint:

#### High Implementation Costs

High installation costs in the SMS firewall market might stymie uptake, especially for small and medium-sized organizations (SMEs) with restricted resources. Businesses may be discouraged from using SMS firewalls because to the high initial cost of infrastructure, software, and integration. The market's overall growth may be slowed and its reach to larger firms with more financial resources may be limited as a result of organizations delaying or forgoing the implementation of such solutions due to continuing maintenance expenses.

Opportunity:

#### Adoption of IoT and Connected Devices

The expansion of IoT and linked devices is greatly boosting the SMS firewall market. The likelihood of SMS-based cyberattacks, such spam and phishing, grows with the number of connected devices. By safeguarding communication routes and screening harmful messages, SMS firewalls aid in defending against these dangers. Businesses are using SMS firewalls more frequently as IoT devices proliferate in order to protect user data, guaranteeing improved security and thwarting unwanted access.

Threat:

#### Complex Integration

The complex integration of SMS firewalls with existing telecom infrastructure can hinder market growth. This integration often involves compatibility issues, high costs, and lengthy deployment timelines. Telecom operators may face challenges in aligning

firewall solutions with their legacy systems, leading to operational inefficiencies and increased maintenance efforts. Furthermore, the complexity can delay the adoption of advanced security features, deterring smaller operators, ultimately affecting the market's expansion.

#### Covid-19 Impact:

The COVID-19 pandemic accelerated digital communication, leading to a surge in SMS-based services, including authentication and alerts. This increase in SMS traffic heightened vulnerabilities, driving the demand for SMS firewalls to combat fraud, phishing, and spam. Telecom operators and businesses sought enhanced security solutions to protect users and maintain service integrity. Consequently, the pandemic boosted the SMS Firewall market's growth as security concerns intensified.

The person-to-person (P2P) segment is expected to be the largest during the forecast period

The person-to-person (P2P) segment is expected to be the largest during the forecast period due to increasing the demand for enhanced security solutions. As P2P messages, often used for personal and business communications, are prone to spam, fraud, and security breaches, businesses and telecom operators are focusing on SMS firewalls to ensure message integrity. The rising threat of SMS-based phishing and fraud encourages the adoption of firewall solutions, driving market growth and the need for more sophisticated detection and prevention technologies.

The national SMS traffic segment is expected to have the highest CAGR during the forecast period

The national SMS traffic segment is expected to have the highest CAGR during the forecast period as mobile communication expands, particularly in emerging nations, so does the amount of SMS messages, increasing the danger of fraud, spam, and security breaches. SMS firewalls are crucial for protecting networks from these dangers. The need for efficient security solutions to guard against harmful and fraudulent SMS activity is increased by the growth of mobile banking, authentication, and marketing services, which further increases SMS traffic.

#### Region with largest share:

North America is projected to hold the largest market share during the forecast period

due to growing worries about security risks including phishing and smishing as well as fraud based on SMS. Businesses and telecom operators are spending money on SMS firewall solutions to shield their consumers and networks from these threats.

Furthermore, the need for secure communication channels is increased by the expanding use of digital services, e-commerce, and mobile banking. Regulatory compliance requirements and technological advancements in firewall solutions further contribute to market growth in the region.

#### Region with highest CAGR:

Asia Pacific is projected to witness the highest CAGR over the forecast period owing to increasing need for mobile network security and the rise in SMS-based fraud, phishing, and spam messages. Regulatory pressure to safeguard user data and ensure secure communication is also a key factor. Additionally, the growing use of mobile payments and mobile banking services has heightened the demand for robust SMS security solutions to protect sensitive transactions.

#### Key players in the market

Some of the key players in SMS Firewall market include Tata Communications, Cellusys, Comviva, Sinch, AdaptiveMobile Security, Infobip, NetNumber, Syniverse Technologies, Route Mobile, Tyntec, TeleOSS, Mavenir, Nexmo (Vonage), HAUD Systems, Anam Technologies and Mobileum.

#### Key Developments:

In September 2024, Mobileum Inc. announced the launch of Roaming DNA, a Deep Packet Inspection (DPI) powered roaming solution that delivers network and customer level analytics for Communications Service Providers (CSPs) to deliver consistent, high-quality services when their customers travel internationally.

In August 2024, Mobileum Inc. announced that Grameenphone has selected Mobileum's next-generation revenue assurance and fraud management (RAFM) solution, built on its flagship Active Intelligence Platform (AIP), to conduct its risk management transformation.

In January 2024, Mobileum Inc. announced the addition of a new URL Scanner solution to its Network Security portfolio. This enhancement boosts the effectiveness of Communications Service Providers' ("CSPs") SMS firewalls in blocking fraudulent

URLs.

SMS Types Covered:

Application-to-Person (A2P)

Person-to-Person (P2P)

SMS Traffics Covered:

National SMS traffic

International SMS traffic

Components Covered:

Solutions

Services

Organization Sizes Covered:

Small and Medium Enterprises (SMEs)

Large Enterprises

Deployment Modes Covered:

On-Premises

Cloud-Based

End Users Covered:

Utilities & Logistics

Retail & Commerce

Telecom & IT

Healthcare and Life Sciences

Banking, Insurance, and Financial Services

Travel and Tourism

Manufacturing and Automotive

Media and Entertainment

Other End Users

#### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

## Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 End User Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

### **5 GLOBAL SMS FIREWALL MARKET, BY SMS TYPE**

*SMS Firewall Market Forecasts to 2030 – Global Analysis by SMS Type (Application-to-Person (A2P) and Person-to-...*

- 5.1 Introduction
- 5.2 Application-to-Person (A2P)
- 5.3 Person-to-Person (P2P)

## **6 GLOBAL SMS FIREWALL MARKET, BY SMS TRAFFIC**

- 6.1 Introduction
- 6.2 National SMS traffic
- 6.3 International SMS traffic

## **7 GLOBAL SMS FIREWALL MARKET, BY COMPONENT**

- 7.1 Introduction
- 7.2 Solutions
  - 7.2.1 SMS Filtering
  - 7.2.2 Monitoring and Tracking
  - 7.2.3 Firewall Analytics
- 7.3 Services
  - 7.3.1 Managed Services
  - 7.3.2 Professional Services

## **8 GLOBAL SMS FIREWALL MARKET, BY ORGANIZATION SIZE**

- 8.1 Introduction
- 8.2 Small and Medium Enterprises (SMEs)
- 8.3 Large Enterprises

## **9 GLOBAL SMS FIREWALL MARKET, BY DEPLOYMENT MODE**

- 9.1 Introduction
- 9.2 On-Premises
- 9.3 Cloud-Based

## **10 GLOBAL SMS FIREWALL MARKET, BY END USER**

- 10.1 Introduction
- 10.2 Utilities & Logistics
- 10.3 Retail & Commerce

- 10.4 Telecom & IT
- 10.5 Healthcare and Life Sciences
- 10.6 Banking, Insurance, and Financial Services
- 10.7 Travel and Tourism
- 10.8 Manufacturing and Automotive
- 10.9 Media and Entertainment
- 10.10 Other End Users

## **11 GLOBAL SMS FIREWALL MARKET, BY GEOGRAPHY**

- 11.1 Introduction
- 11.2 North America
  - 11.2.1 US
  - 11.2.2 Canada
  - 11.2.3 Mexico
- 11.3 Europe
  - 11.3.1 Germany
  - 11.3.2 UK
  - 11.3.3 Italy
  - 11.3.4 France
  - 11.3.5 Spain
  - 11.3.6 Rest of Europe
- 11.4 Asia Pacific
  - 11.4.1 Japan
  - 11.4.2 China
  - 11.4.3 India
  - 11.4.4 Australia
  - 11.4.5 New Zealand
  - 11.4.6 South Korea
  - 11.4.7 Rest of Asia Pacific
- 11.5 South America
  - 11.5.1 Argentina
  - 11.5.2 Brazil
  - 11.5.3 Chile
  - 11.5.4 Rest of South America
- 11.6 Middle East & Africa
  - 11.6.1 Saudi Arabia
  - 11.6.2 UAE
  - 11.6.3 Qatar

11.6.4 South Africa

11.6.5 Rest of Middle East & Africa

## **12 KEY DEVELOPMENTS**

12.1 Agreements, Partnerships, Collaborations and Joint Ventures

12.2 Acquisitions & Mergers

12.3 New Product Launch

12.4 Expansions

12.5 Other Key Strategies

## **13 COMPANY PROFILING**

13.1 Tata Communications

13.2 Cellusys

13.3 Comviva

13.4 Sinch

13.5 AdaptiveMobile Security

13.6 Infobip

13.7 NetNumber

13.8 Syniverse Technologies

13.9 Route Mobile

13.10 Tyntec

13.11 TeleOSS

13.12 Mavenir

13.13 Nexmo (Vonage)

13.14 HAUD Systems

13.15 Anam Technologies

13.16 Mobileum

## List Of Tables

### LIST OF TABLES

- Table 1 Global SMS Firewall Market Outlook, By Region (2022-2030) (\$MN)
- Table 2 Global SMS Firewall Market Outlook, By SMS Type (2022-2030) (\$MN)
- Table 3 Global SMS Firewall Market Outlook, By Application-to-Person (A2P) (2022-2030) (\$MN)
- Table 4 Global SMS Firewall Market Outlook, By Person-to-Person (P2P) (2022-2030) (\$MN)
- Table 5 Global SMS Firewall Market Outlook, By SMS Traffic (2022-2030) (\$MN)
- Table 6 Global SMS Firewall Market Outlook, By National SMS traffic (2022-2030) (\$MN)
- Table 7 Global SMS Firewall Market Outlook, By International SMS traffic (2022-2030) (\$MN)
- Table 8 Global SMS Firewall Market Outlook, By Component (2022-2030) (\$MN)
- Table 9 Global SMS Firewall Market Outlook, By Solutions (2022-2030) (\$MN)
- Table 10 Global SMS Firewall Market Outlook, By SMS Filtering (2022-2030) (\$MN)
- Table 11 Global SMS Firewall Market Outlook, By Monitoring and Tracking (2022-2030) (\$MN)
- Table 12 Global SMS Firewall Market Outlook, By Firewall Analytics (2022-2030) (\$MN)
- Table 13 Global SMS Firewall Market Outlook, By Services (2022-2030) (\$MN)
- Table 14 Global SMS Firewall Market Outlook, By Managed Services (2022-2030) (\$MN)
- Table 15 Global SMS Firewall Market Outlook, By Professional Services (2022-2030) (\$MN)
- Table 16 Global SMS Firewall Market Outlook, By Organization Size (2022-2030) (\$MN)
- Table 17 Global SMS Firewall Market Outlook, By Small and Medium Enterprises (SMEs) (2022-2030) (\$MN)
- Table 18 Global SMS Firewall Market Outlook, By Large Enterprises (2022-2030) (\$MN)
- Table 19 Global SMS Firewall Market Outlook, By Deployment Mode (2022-2030) (\$MN)
- Table 20 Global SMS Firewall Market Outlook, By On-Premises (2022-2030) (\$MN)
- Table 21 Global SMS Firewall Market Outlook, By Cloud-Based (2022-2030) (\$MN)
- Table 22 Global SMS Firewall Market Outlook, By End User (2022-2030) (\$MN)
- Table 23 Global SMS Firewall Market Outlook, By Utilities & Logistics (2022-2030) (\$MN)
- Table 24 Global SMS Firewall Market Outlook, By Retail & Commerce (2022-2030) (\$MN)

Table 25 Global SMS Firewall Market Outlook, By Telecom & IT (2022-2030) (\$MN)

Table 26 Global SMS Firewall Market Outlook, By Healthcare and Life Sciences (2022-2030) (\$MN)

Table 27 Global SMS Firewall Market Outlook, By Banking, Insurance, and Financial Services (2022-2030) (\$MN)

Table 28 Global SMS Firewall Market Outlook, By Travel and Tourism (2022-2030) (\$MN)

Table 29 Global SMS Firewall Market Outlook, By Manufacturing and Automotive (2022-2030) (\$MN)

Table 30 Global SMS Firewall Market Outlook, By Media and Entertainment (2022-2030) (\$MN)

Table 31 Global SMS Firewall Market Outlook, By Other End Users (2022-2030) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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