

A2P Messaging Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Component (Platform, and A2P Service), By Deployment (On-Premises, and Cloud), By Application (Authentication Services, Promotional and Marketing Services, Pushed Content Services, Interactive Messages Services, Customer Relationship Management Services, and Others), By SMS Traffic (National Traffic, and Multi-Country), By End-Users (BFSI, Retail and Ecommerce, E-Governance, Hyperlocal Businesses, Healthcare, Travel and Hospitality, and Others), By Region, Competition By Type (Bladder, Piston, Diaphragm, and Spring), By Application (Blow Out Preventers (BOP), Mud Pumps, Offshore Rigs, and Others), By Deployment (Onshore, Offshore), By Region and Competition

<https://marketpublishers.com/r/A3EA84637A58EN.html>

Date: October 2023

Pages: 170

Price: US\$ 4,900.00 (Single User License)

ID: A3EA84637A58EN

Abstracts

Global A2P Messaging market is expected to grow at a fast CAGR during the forecast period. A2P (application-to-person messaging) refers to a type of business messaging in which brands send text messages from software applications to mobile users. Also known as business SMS or enterprise SMS, brands can mass-send automated and

important business messages to their customers. Industries that use A2P messaging and A2P calling include BFSI, Retail and Ecommerce, E-Governance, Hyperlocal Businesses, Healthcare, Travel and Hospitality, and Others. Transactional SMS such as booking reminders, bank notifications, order confirmations, shipping updates, and promotional messages such as discount codes and sale announcements, are the most used forms of A2P messages.

Increasing Mobile Marketing Drive the A2P Messaging Market

The increasing use of mobile phones has created tremendous opportunities for marketers to promote their products and services through mobile marketing channels. One of the most effective ways to do this is through A2P messaging. Application-to-Person (A2P) messaging is the sending of automated messages from applications to mobile phones. These messages may take the form of notifications, alerts, promotional offers, or transaction confirmations. A2P messaging is widely used in various industries such as banking, healthcare, retail, and hospitality. The main reasons for this growth are the prevalence of mobile devices and the rise of mobile marketing. A2P messaging has become an integral part of mobile marketing strategies and the demand for A2P messaging services is increasing. A2P messaging has several advantages that make it an attractive option for marketers. First, it is more cost-effective because it eliminates the need for human interaction in messaging. Second, A2P messages have a higher open rate than traditional SMS, meaning messages are more likely to be read. Third, A2P messaging is more reliable and secure than traditional SMS as it is sent through a proprietary messaging platform. Mobile marketing has become an important aspect of business strategy these days.

With over 3.5 billion people using smartphones worldwide, mobile marketing has become a popular way for marketers to reach their target audience. Marketers use mobile marketing channels such as SMS, in-app messaging, push notifications, and mobile advertising to promote their products and services. A2P messaging is an important part of mobile marketing strategy. A2P messaging allows marketers to send targeted and personalized messages to customers, helping to increase customer retention and satisfaction. A2P messaging allows marketers to send transactional messages, such as order confirmations and booking reminders, to improve the customer experience. The growing acceptance of A2P messaging across various industries shows the growing market demand for mobile marketing services. The banking industry is one of the most important users of A2P messaging. Banks use A2P messaging to send transactional messages such as ATM withdrawal notifications and balance alerts. A2P messaging helps banks reduce costs and reduce the burden on

customer support centers. The medical industry also is a major user of A2P messaging. Healthcare providers use A2P messaging to send appointment reminders and test results to patients. A2P healthcare messaging improved patient care outcomes by reducing missed appointments and reminders. Retailers are looking to use A2P messaging to improve customer retention. Retailers use A2P messaging to send promotional offers, loyalty program updates, and transactional messages such as order confirmations and shipping notifications. A2P messaging in retail led to increased customer retention and sales.

Continuous Adoption of A2P Messaging Across Industries

As businesses continue to adopt A2P messaging as their primary communication strategy, more trends are emerging in how businesses interact with their customers. Notable trends include two-factor authentication, fraud alerts, corporate support channels, online booking systems, and device alerts. Two-factor authentication (or two-step verification) is an extra layer of security used to protect an account. Two-factor authentication typically requires a user to enter a username and password, plus a one-time passcode when logging in. This passcode is usually sent to the user's mobile device, making it more difficult for someone to hack the account. Fraud alerts are another way to keep people's accounts safe. These alerts are sent to the user's mobile device or email address whenever suspicious activity is detected. This allows users to act quickly if their accounts are compromised.

Privacy and Security Concerns

One of the primary obstacles to the growth of the A2P Messaging market is the lack of skilled workforce. Building A2P Messaging models requires a significant amount of expertise in areas such as computer programming. However, there is currently a shortage of skilled professionals in these areas, which means that companies may struggle to find the talent they need to build and deploy A2P Messaging solutions.

In addition to the lack of skilled workforce, another challenge facing the A2P Messaging market is the high implementation costs. Building and deploying A2P Messaging models can be a complex and time-consuming process that requires significant investments in hardware, software, and training data. This can make it difficult for smaller companies with limited budgets to get started with A2P Messaging, which could limit the overall growth of the market.

Despite these challenges, the A2P Messaging market is still growing, and there are

Efforts underway to address these issues. For example, there are initiatives aimed at providing training and education programs to help address the shortage of skilled professionals in the field. Additionally, there are companies that are working to develop more efficient and cost-effective tools and platforms for building and deploying A2P Messaging models.

Market Segmentation

Based on Component, the market is segmented into Platform, and A2P Service. Based on Deployment, the market is segmented into On-Premises, and Cloud. Based on Application, the market is segmented into Authentication Services, Promotional and Marketing Services, Pushed Content Services, Interactive Messages Services, Customer Relationship Management Services, and Others. Based on SMS Traffic, the market is segmented into National Traffic, and Multi-Country. Based on End-Users, the market is segmented into BFSI, Retail and Ecommerce, E-Governance, Hyperlocal Businesses, Healthcare, Travel and Hospitality, and Others. The market analysis also studies the regional segmentation to devise regional market segmentation, divided among North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

Company Profiles

Some of the key players in the market include Sinch AB, Infobip Ltd., Twilio Inc., Comviva Technologies Limited, Route Mobile Limited, and Others.

The A2P Messaging market is highly competitive, with companies constantly seeking to differentiate themselves through their expertise, and cost-effectiveness. As the demand for innovative products continues to grow, the A2P Messaging market is expected to expand further in the coming years.

Report Scope:

In this report, the global A2P Messaging market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

A2P Messaging Market, By Component:

Platform

A2P Service

A2P Messaging Market, By Deployment:

On-Premises

Cloud

A2P Messaging Market, By Application:

Authentication Services

Promotional and Marketing Services

Pushed Content Services

Interactive Messages Services

Customer Relationship Management Services

Others

A2P Messaging Market, By SMS Traffic:

National Traffic

Multi-Country

A2P Messaging Market, By End-Users:

BFSI

Retail and Ecommerce

E-Governance

Hyperlocal Businesses

Healthcare

Travel and Hospitality

Others

A2P Messaging Market, By Region:

Asia-Pacific

China

Japan

India

Australia

South Korea

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Spain

Italy

Middle East & Africa

Israel

Turkey

Saudi Arabia

UAE

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global A2P Messaging market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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