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A2P SMS Market for Pushed Content Services, Customer Relationship Management Services, Promotional Campaigns, Interactive Services and Other Applications: Global Industry Perspective, Comprehensive Analysis, Size, Share, Growth, Trends and Forecast 2014-2020

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Abstracts

The report covers forecast and analysis for the A2P SMS market on a global and regional level. The study provides historic data of 2014 along with a forecast from 2015 to 2020 based on revenue (USD billion). The study includes drivers and restraints for the A2P SMS market along with the impact they have on the demand over the forecast period. Additionally, the report includes the study of opportunities available in the A2P SMS market on a global level.

In order to give the users of this report a comprehensive view on the A2P SMS market, we have included a detailed value chain analysis. To understand the competitive landscape in the market, an analysis of Porters Five Forces model for the A2P SMS market has also been included. The study encompasses a market attractiveness analysis, wherein application segments are benchmarked based on their market size, growth rate and general attractiveness.

The study provides a decisive view on the A2P SMS market by segmenting the market based on applications. All the application segments have been analyzed based on present and future trends and the market is estimated from 2014 to 2020. Key application segmented market covered under this study includes pushed content services, customer relationship management services, promotional campaigns, interactive services and other applications. The regional segmentation includes the

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current and forecast demand for North America, Europe, Asia Pacific, Latin America and Rest of the World with its further bifurcation into major countries including U.S. Germany, France, UK, China, Japan, India and Brazil. This segmentation includes demand for A2P SMS based on individual applications in all the regions and countries.

The report also includes detailed profiles of end players such as Syniverse Technologies, LLC, AMD Telecom S.A., FortyTwo Telecom AB, mBlox, Inc., Ogangi Corporation, Silverstreet BV, Tanla Solutions Ltd., Symsoft AB, Angkor Data Communications Group Co. Ltd., and Optimizer International Group, Inc. The detailed description of players includes parameters such as company overview, financial overview, business strategies and recent developments of the company.

This report segments the global A2P SMS market as follows:

A2P SMS Market: Application Segment Analysis

Pushed content services

Customer relationship management services

Promotional campaigns

Interactive services

Other

A2P SMS Market: Regional Segment Analysis

North America

U.S.

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UK

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France

Asia Pacific

China

Japan

India

Latin America

Brazil

Middle East Africa

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