

# Global A2P Messaging Market: Size, Trends & Forecasts (2016-2020)

May 2016



# Global A2P Messaging Market Report

## Scope of the Report

The report entitled "Global A2P Messaging Market: Size, Trends & Forecasts (2016-2020)", provides analysis of global A2P messaging market and its segments, with detailed analysis of market size and growth, market share and economic impact of the industry. The report also provides the analysis of the global SMS market by traffic and by segments.

The report includes the detailed regional analysis, covering market size and growth for A2P messaging market for the following regions: Asia Pacific, North America, Europe and Latin America and Middle East and Africa (MEA).

Furthermore, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global A2P messaging market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The global A2P messaging market is highly fragmented with various players. Syniverse Holdings Inc., CLX Communications AB, Mblox Inc. and Twilio are some of the key players operating in the A2P messaging market, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the companies are provided.

## Country Coverage

Asia Pacific

North America

Europe

Latin America and MEA

## Company Coverage

Syniverse Technologies

CLX Communications AB

Twilio Incorporation

Mblox Incorporation

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## Executive Summary

SMS is a text message service, that allows mobile devices to exchange short text messages by using standardized communication. The SMS is the most effective way of mobile messaging, as it is secure, have reach on all types of phones, do not require phone to download anything, etc. The SMS are of two types: A2P messages and P2P messages. The P2P messages are those exchanged between persons.

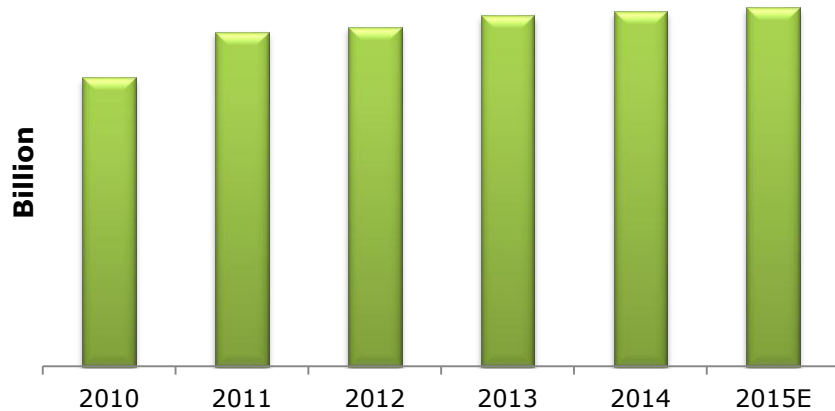
A2P messaging implies application to person messaging. An A2P SMS is an SMS message which is sent from a web based application, to a mobile subscriber. There are many uses of A2P messages, such as alerts, notification, banking updates, one time password, appointment reminders, etc.

The A2P messaging market can be segmented on the basis of traffic, tools, application and verticals. On the basis of traffic, the market can be divided into national SMS and multi-country SMS. On the basis of tools, the A2P messaging can be divided into cloud API messaging platform and traditional and managed messaging services. The different verticals in which A2P messaging is used are: health, hospitality, retail, transport, gaming, financial institutions and others. The A2P messaging has various applications, such as push content services, interactive services, promotional campaigns, CRM services and others.

The global A2P messaging market has increased with a healthy growth rate over the years and is expected to increase further during the forecasted period (2016-2020). The global A2P messaging market is supported by various growth drivers, such as increasing population, rising smartphone connections, increasing mobile payments market, growing retail industry, the use of SMS for marketing and customer relation management. Yet, the market faces certain challenges, such as grey routing, cumbersome traditional telecom infrastructure and a few challenges for MNOs (partial realization of revenue).

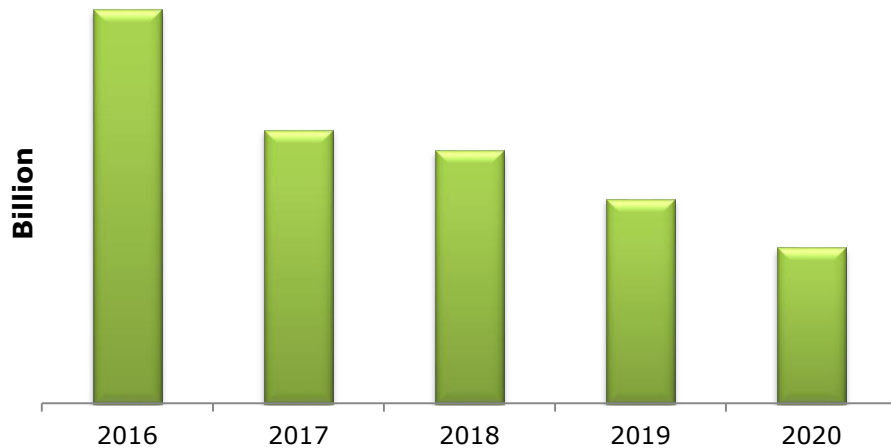
# Global SMS Market Overview

Global SMS Market by Traffic; 2010-2015E (Billion)

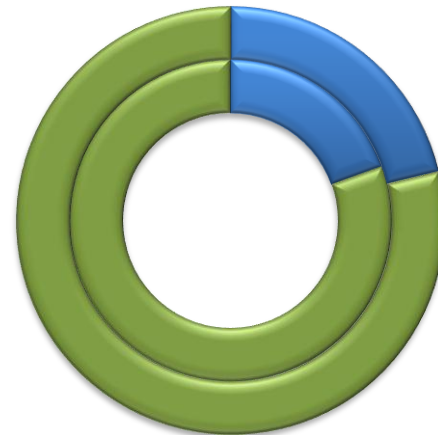


The global SMS traffic is expected to have reached .... billion in 2015, up by ...% as compared to the level in 2014. The global SMS traffic has increased over the years because of increased sale ..... The global SMS traffic is expected to decline to .... billion in 2020, from .... billion in 2016. The main reason for the decline is the .... The global SMS traffic market can be segmented into A2P messages (application to person) and P2P messages (person to person). The A2P occupied ...% of share in 2014 and ....% share in 2015.

Global SMS Market by Traffic; 2016-2020 (Billion)

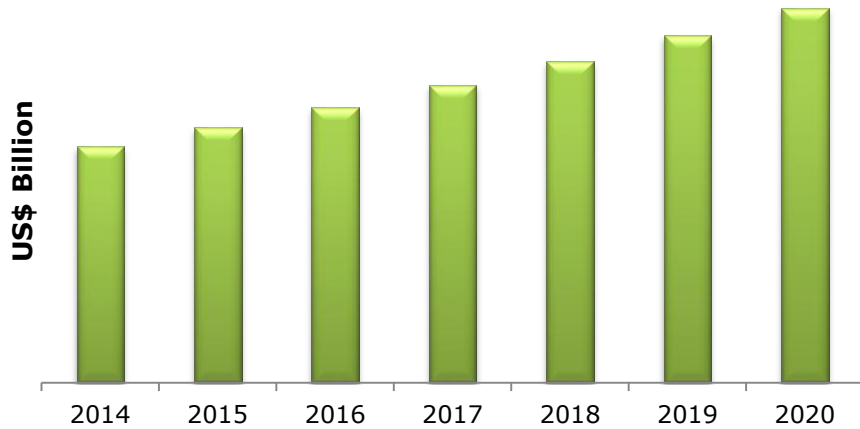


Global SMS Market by Segments; 2014-2015E

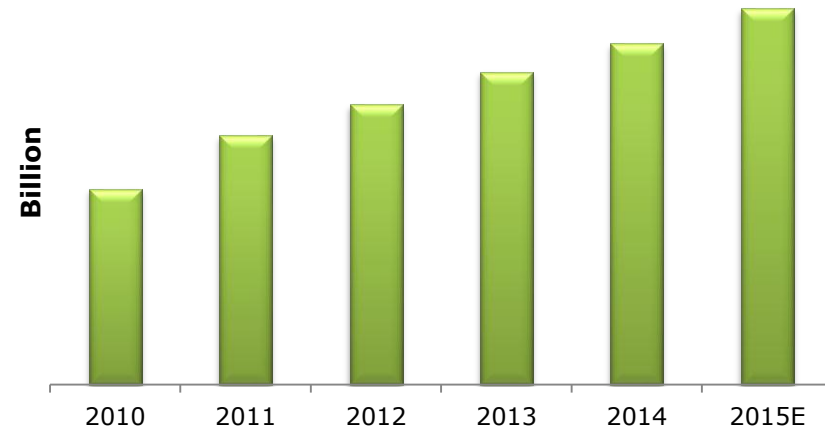


# Global A2P Messaging Market Overview

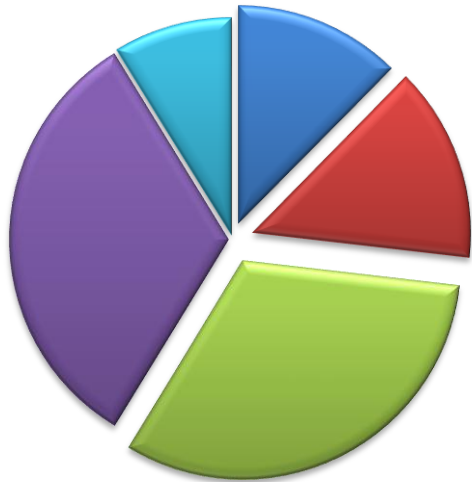
Global A2P Messaging Market by Value ;  
2014-2020 (US\$ Billion)



Global A2P Messaging Market by Traffic ;  
2010-2015E (Billion)



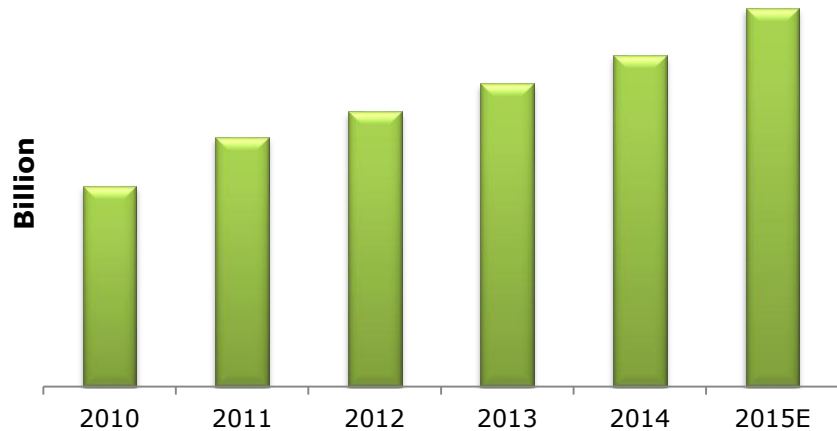
Global A2P Messaging Market by  
Application; 2014



The global A2P messaging market is estimated to be valued at US\$... billion in 2015, up by ..% as compared to 2014. The global A2P messaging market is expected to reach US\$... billion in 2020. The global A2P messaging traffic is estimated to have reached ... billion in 2015, increasing at a CAGR of ...% over the years 2010-2015. The major portion (...%) of the A2P messages market was occupied by the ..... in 2014, followed by ...

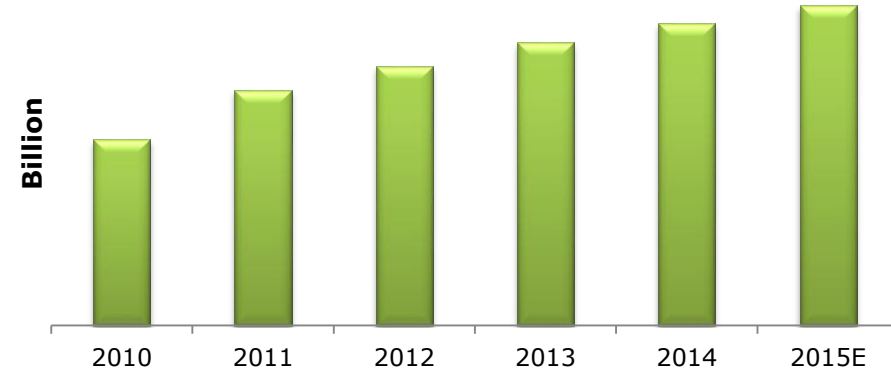
# A2P Messaging Market: Regional Overview

## Asia Pacific A2P Messaging Market by Traffic ; 2010-2015E (Billion)



The Asia Pacific A2P messaging traffic is estimated to have increased to ... billion in 2015, from ... billion in 2010, increasing at a CAGR of ...% over the years 2010-2015. The growth across Asia Pacific region is primarily driven by ... The North America A2P messaging traffic is estimated to have increased to ... billion in 2015, up by ..% as compared to 2014. The Europe A2P messaging traffic is estimated to have increased to ... billion in 2015, up by ...% as compared to 2014.

## North America A2P Messaging Market by Traffic; 2010-2015E (Billion)



## Europe A2P Messaging Market by Traffic; 2010-2015E (billion)

