

# Global A2P Messaging Market (2017-2021 Edition)

June 2017



# Global A2P Messaging Market Report

## Scope of the Report

The report entitled "Global A2P Messaging Market (2017-2021 Edition)", provides analysis of the 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 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).

Growth of the overall global A2P messaging market has also been forecasted for the period 2017-2021, 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  
Middle East and Africa (MEA)

## Company Coverage

Syniverse Holdings Inc.  
CLX Communications AB  
Mblox Inc.  
Twilio

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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.

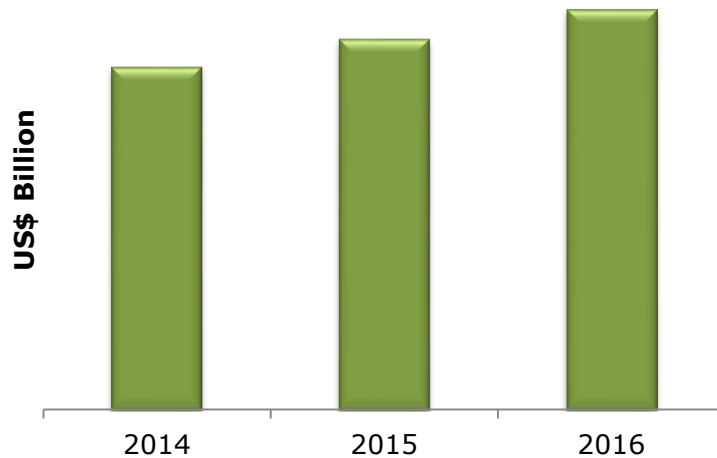
A2P messaging implies application to person messaging. An A2P SMS is an SMS message which is sent from a web based application, to a mobile subscriber. There are many uses of A2P messages, such as alerts, notification, banking updates, one time password, appointment reminders, etc.

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 (2017-2021). 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).

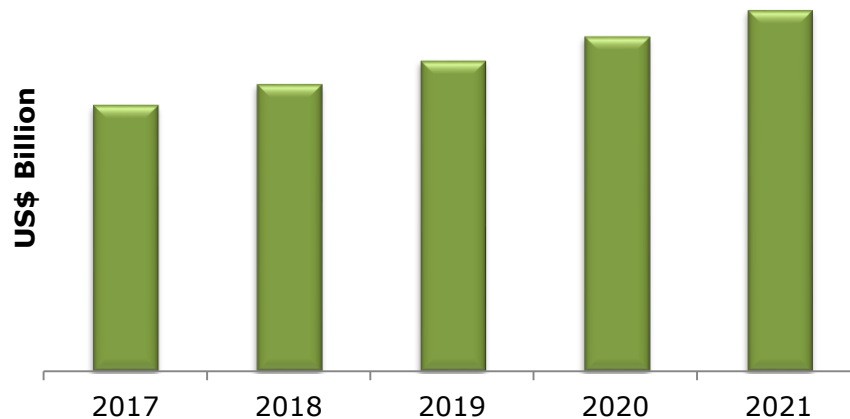
# Global A2P Messaging Market Overview

**Global A2P Messaging Market by Value;  
2014-2016 (US\$ Billion)**

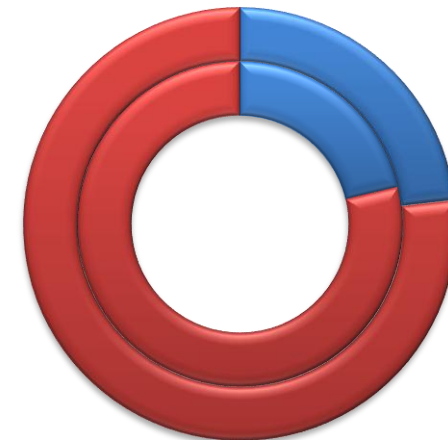


The global A2P messaging market value was US\$... billion in 2016, increased from 2015 market value of US\$... billion at a CAGR of ..% over the years 2014-2016. The global value of A2P messaging market is forecasted to increase to US\$... billion in 2021, as compared to the market value US\$... billion in 2017. The global A2P messaging market is expected to grow at a CAGR of ...% over the years 2017 to 2021.

**Global A2P Messaging Market by Value;  
2017-2021 (US\$ Billion)**

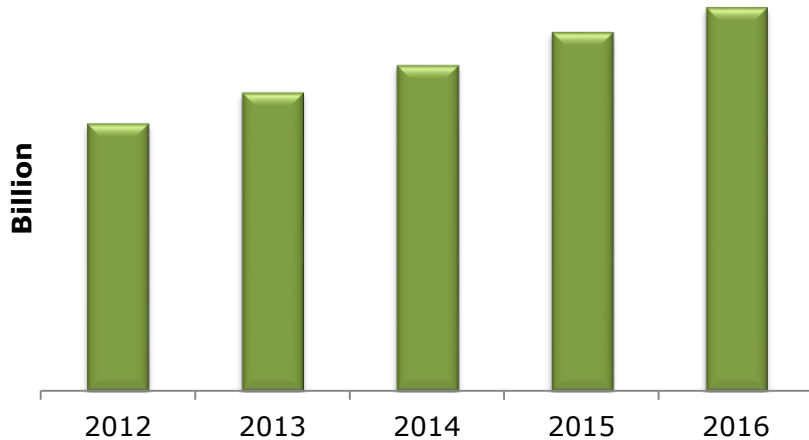


**Global SMS Market by Segments; 2015-2016**

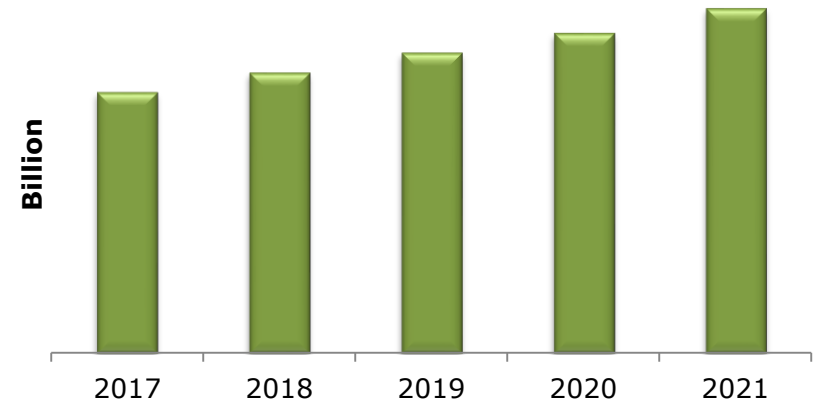


# Global A2P Messaging Market Overview

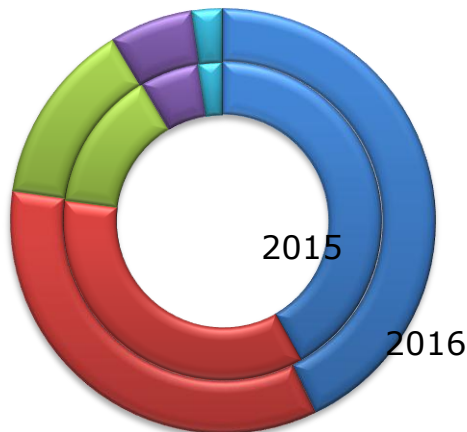
**Global A2P Messaging Market by Traffic;  
2012-2016 (Billion)**



**Global A2P Messaging Market by  
Traffic; 2017-2021 (Billion)**



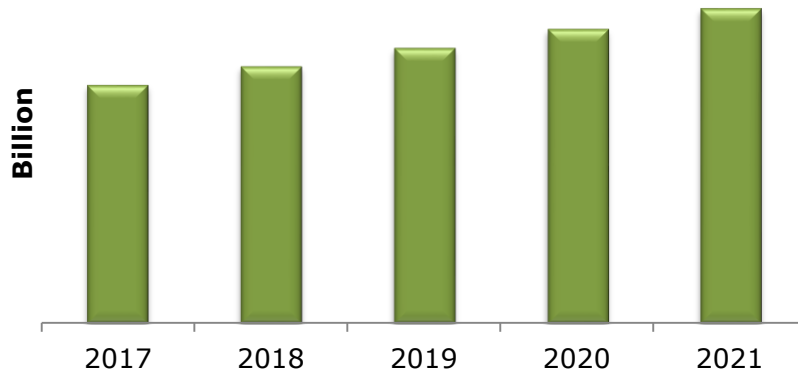
**Global A2P Messaging Market Traffic by  
Region; 2015 -2016**



The global A2P messaging traffic was ... billion in 2016, increased as compared to ... billion in 2015. The global A2P messaging traffic is increasing at a CAGR of ...% over the years 2012-2016. The A2P messaging traffic is expected to increase to ... billion in 2021, from ... billion in 2020, growing at a CAGR of ...% over the years 2017-2021.

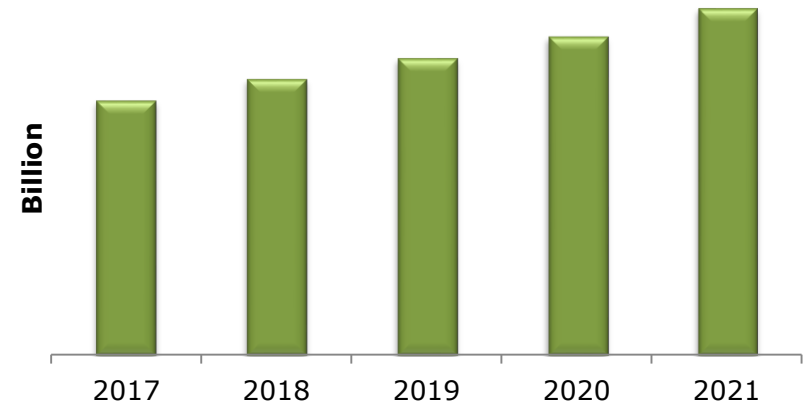
# A2P Messaging Market: Regional Overview

**Asia Pacific A2P Messaging Market by Traffic; 2017-2021 (Billion)**



The North America A2P messaging traffic is expected to escalate to ... billion in 2021, as compared to ... billion in 2017, growing at a CAGR of ...% over the years 2017-2021. The Europe A2P messaging traffic is forecasted to increase to ... billion in 2021, as compared to ... billion in 2017, increasing at a CAGR of ..% over the years 2017-2021.

**Europe A2P Messaging Market by Traffic; 2017-2021 (Billion)**



**Global A2P Messaging Value by Region; 2016**

