

Global A2P Messaging Market (2018-2022 Edition)

April 2018



Global A2P Messaging Market: Coverage

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Global A2P Messaging Market: Coverage

Scope of the Report

Attributes	Details
Title	Global A2P Messaging Market (2018-2022 Edition)
Coverage	Global and Regional
Regional Coverage	APAC, North America, Europe, Latin America and MEA
Forecast Period of Market	2018-2022
Competition in the Market	Fragmented
Key Players	The Carlyle Group (Syniverse Technologies), CLX Communications AB, Infobip Ltd. and Twilio

Global A2P Messaging Market

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.

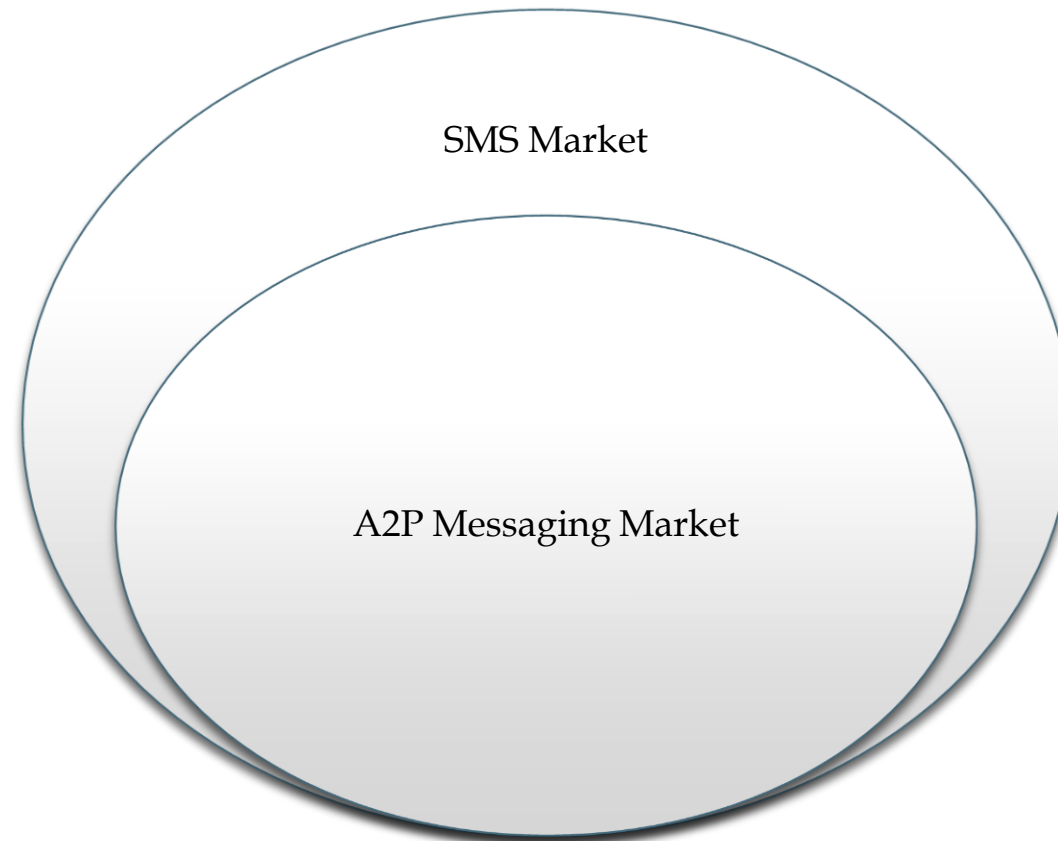
A2P messaging implies application to person messaging. An A2P SMS is an SMS message which is sent from a web based application, to a mobile subscriber. There are many uses of A2P messages, such as alerts, notification, banking updates, one time password, appointment reminders, etc.

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 (2018-2022). 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.)

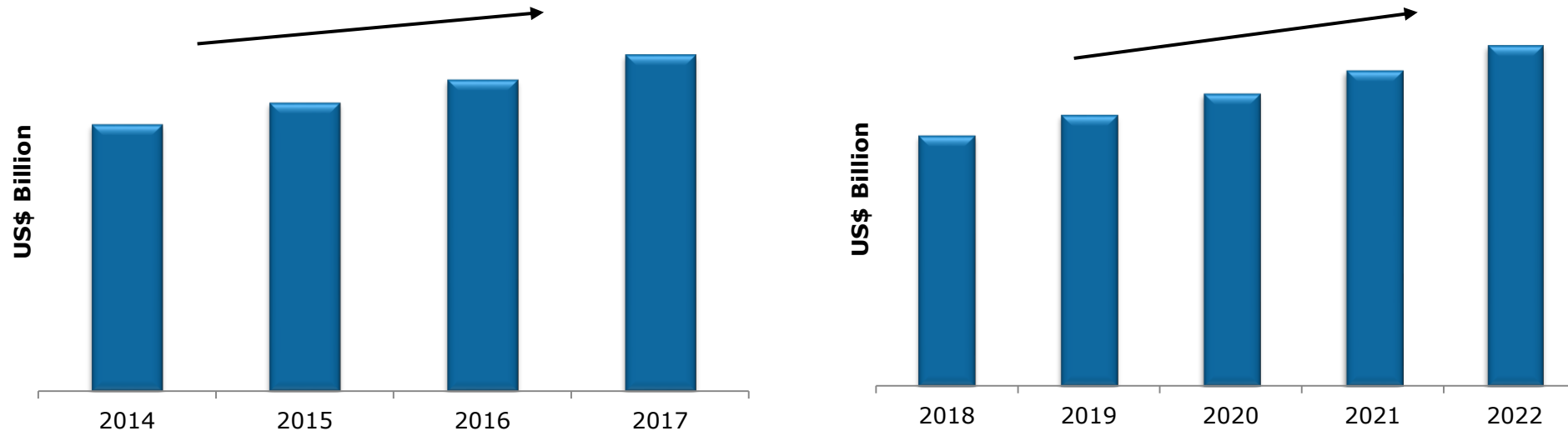
Global A2P Messaging Market

Market Overview



A2P Messaging Market: Global Analysis

Global A2P Messaging Market by Value

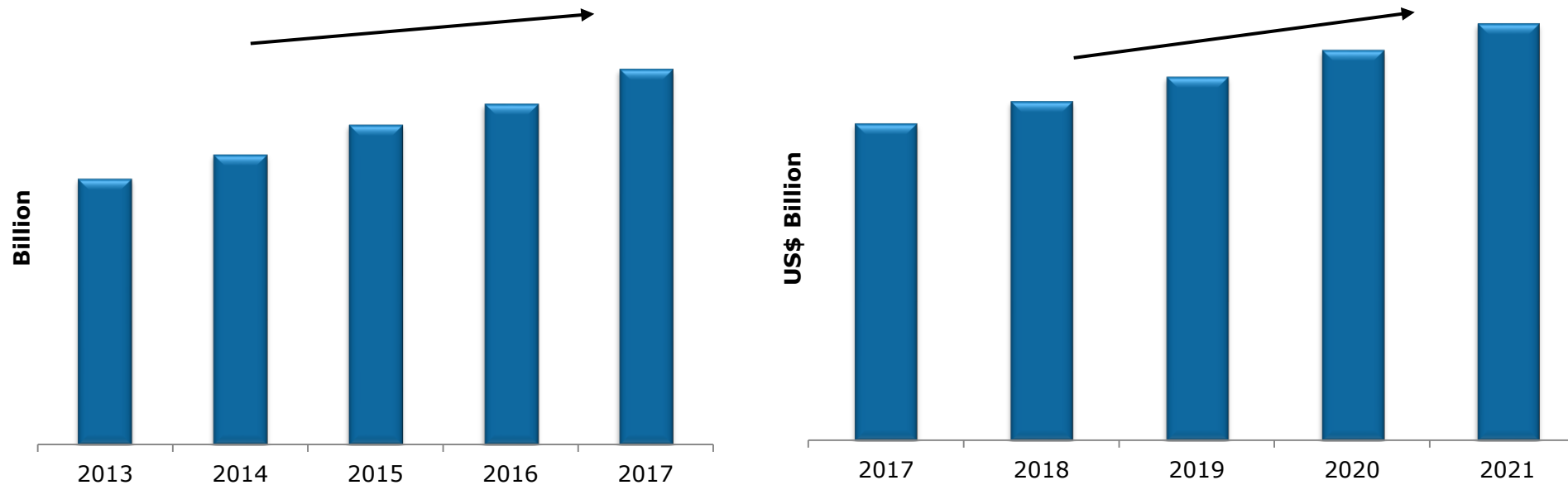


CAGRs	
2014-2017	xx%
2018-2022	xx%

The global A2P messaging market value was US\$... billion in 2017, increased from the 2016 market value of US\$... billion. The market increased at a CAGR of....% over the years 2014-2017. The market is forecasted to reach to US\$... billion in 2022, as compared to US\$... billion in 2018. The market value is anticipated to rise at a CAGR of% over the years 2018 to 2022.

A2P Messaging Market: Global Analysis

Global A2P Messaging Market by Traffic



CAGR _s	
2013-2017	xx%
2018-2022	xx%

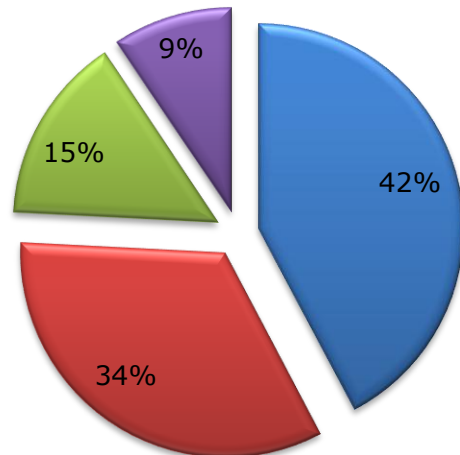
The global A2P messaging traffic was ... billion in 2017, increased as compared tobillion in 2016. The global A2P messaging traffic increased at a CAGR of ...% over the years 2013-2017. The A2P messaging traffic is expected to increase to ... billion in 2022, frombillion in 2018, growing at a CAGR of% over the years 2018-2022.

A2P Messaging Market: Global Analysis

Global A2P Messaging Market by Region; 2016



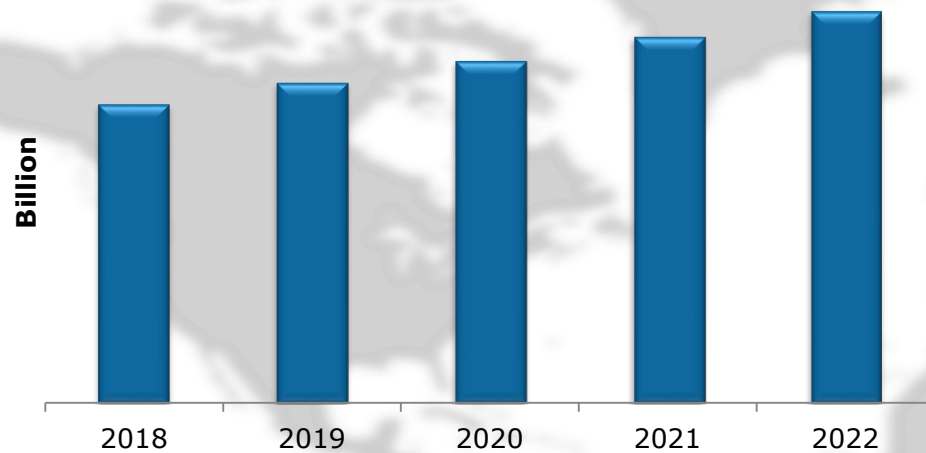
Global A2P Messaging Market Traffic by Region; 2017



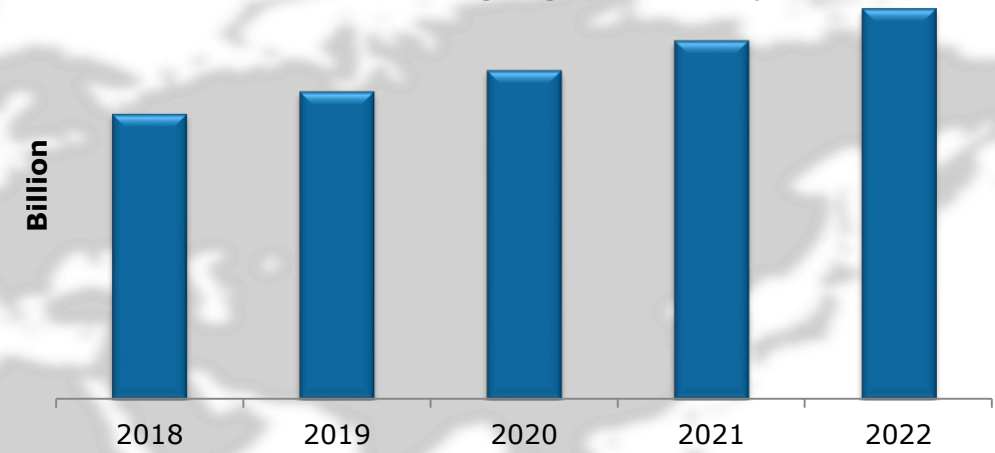
Region	Share	CAGRs
APAC	xx%	xx%
North America	xx%	xx%
Europe	xx%	xx%
Latin America and MEA	xx%	xx%

A2P Messaging Market: Regional Analysis

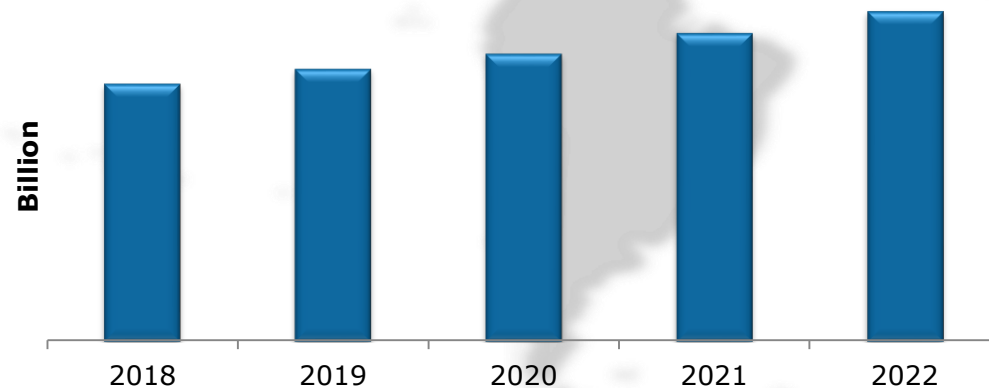
Asia Pacific A2P Messaging Market by Traffic



Europe A2P Messaging Market by Traffic



North America A2P Messaging Market by Traffic



Region	CAGR	
	2013-2017	2018-2022
Asia Pacific	xx%	xx%
North America	xx%	xx%
Europe	xx%	xx%
Latin America and MEA	xx%	xx%

A2P Messaging Market: Competitive Landscape

Players Profiled

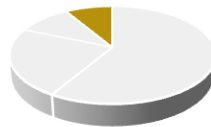
- The Carlyle Group (Syniverse Technologies)



- CLX Communications AB



- Twilio Incorporation



- Infobip Ltd.



Note: The graphs on this slide are only for sample representation.