

Global A2P Messaging Market (2019-2023 Edition)

June 2019



Global A2P Messaging Market : Coverage

Executive Summary and Scope

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Global Market Analysis

Regional Analysis

Competitive Landscape

Company Profiles

Global A2P Messaging Market : Coverage

Scope of the Report

Attributes	Details
Title	Global A2P Messaging Market: Size, Trends & Forecasts (2019-2023)
Coverage	Global and Regional
Regional Coverage	Asia Pacific, North America, Europe, Latin America and MEA
Forecast Period of Market	2019-2023
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.

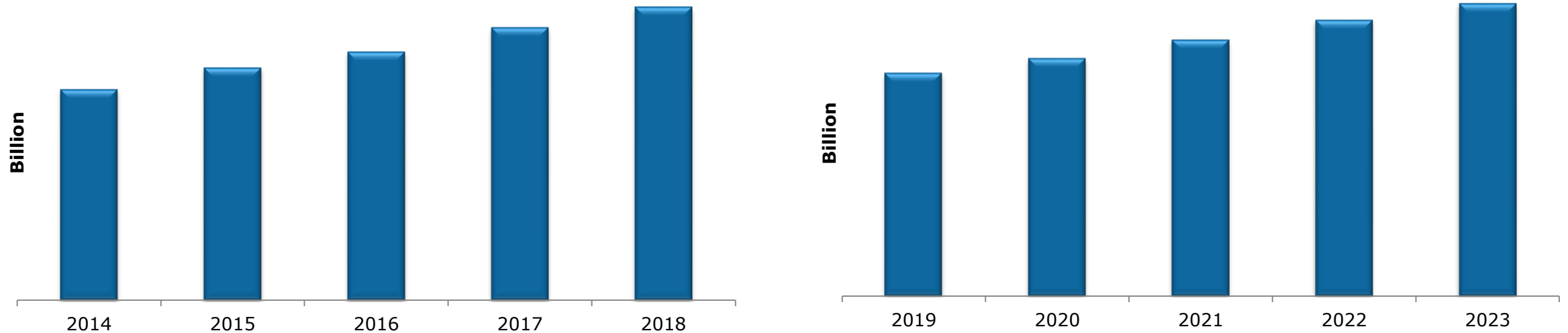
The A2P messaging market can be segmented on the basis of traffic, tools, application and verticals. On the basis of traffic, the market can be divided into national SMS and multi-country SMS. On the basis of tools, the A2P messaging can be divided into cloud API messaging platform and traditional and 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 since the last few years and is estimated to continue with its growing trend in the forecast period (2019-2023). 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.)

Rich Communication Services (RCS) in A2P messaging space and RCS Message as a Platform (MaaP) are some of the latest trends in the market. These trends are projected to impact the growth of the A2P messaging market positively in the approaching years owing to their scope of increased adoption for greater A2P revenue generation.

Global A2P Messaging Market : An Analysis

Global A2P Messaging Market by Traffic



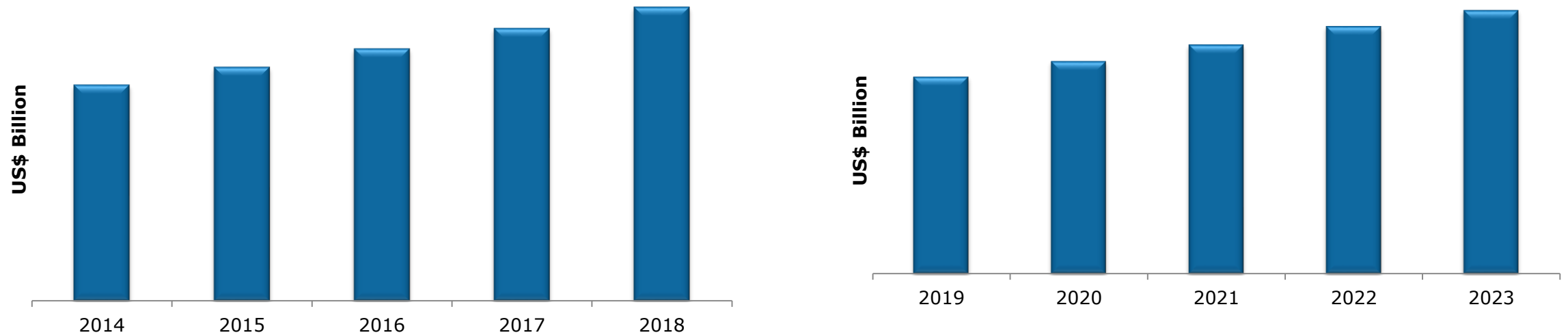
CAGRs

2019-2023

xx%

Global A2P Messaging Market : An Analysis

Global A2P Messaging Market by Value



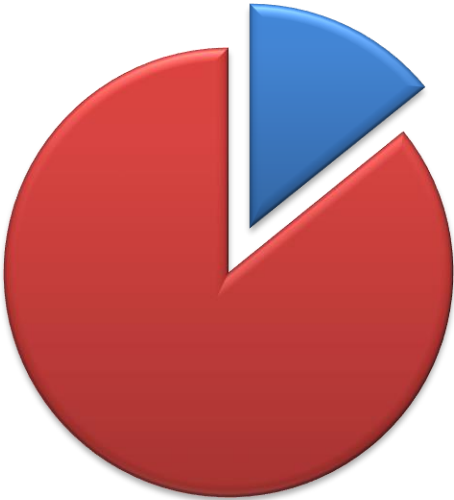
CAGRs

2019-2023

xx%

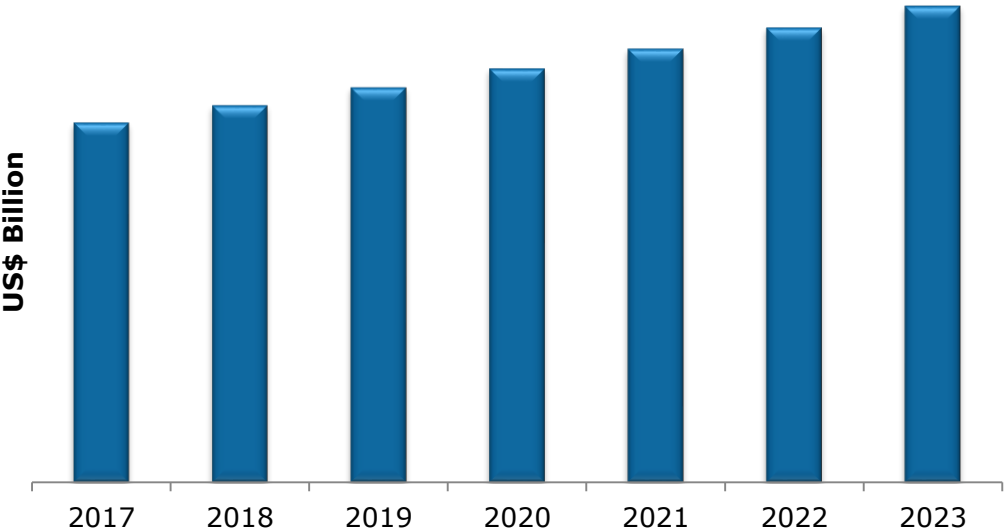
Global A2P Messaging Market: An Analysis

Global A2P Messaging Market Value by Vertical; 2018



Vertical	Share
Healthcare	Xx%
Others (financial institutions, hospitalit, retail, transport and gaming)	Xx%

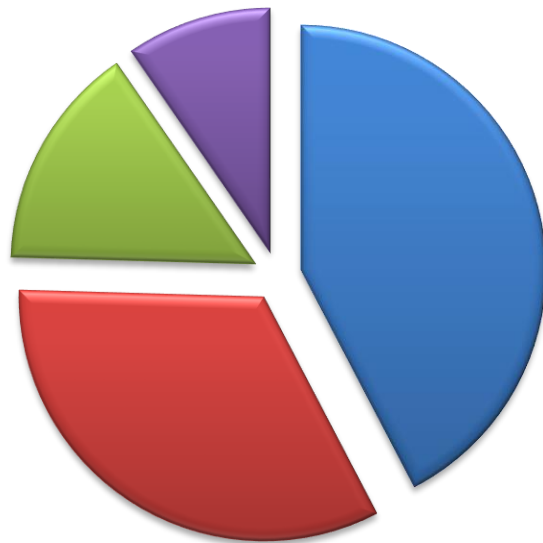
Global Healthcare A2P Messaging Market Value by Vertical; 2017-2023



CAGRs	
2019-2023	xx%

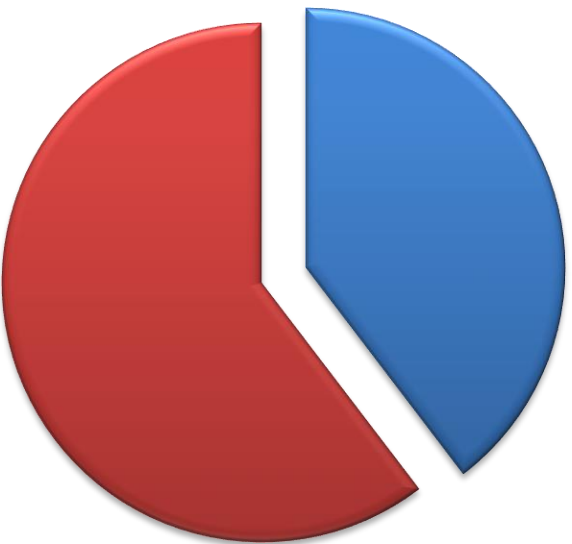
Global A2P Messaging Market: An Analysis

Global A2P Messaging Market Traffic by Region; 2018



Region	Share
Asia Pacific	Xx%
North America	Xx%
Europe	Xx%
Latin America and MEA	Xx%

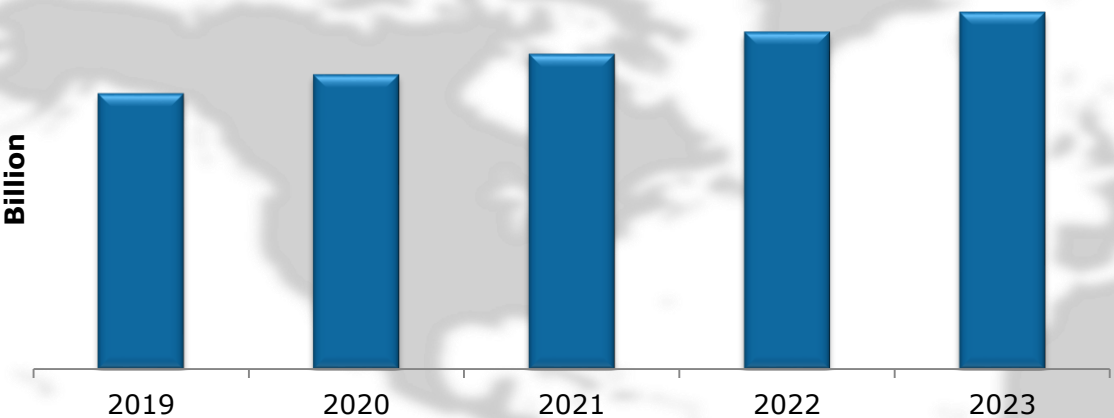
Global A2P Messaging Market Value by Region; 2018



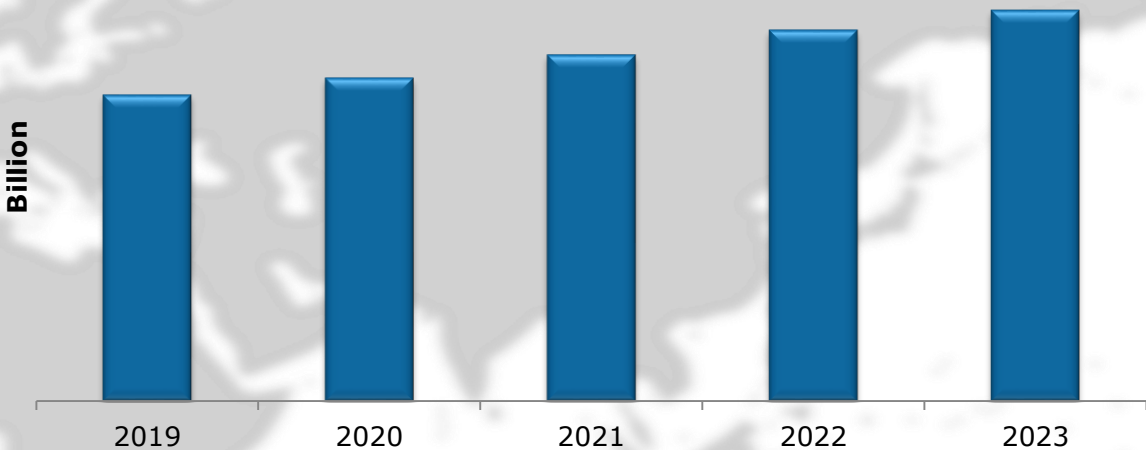
Region	Share
Asia Pacific	Xx%
Rest of the World	Xx%

Global A2P Messaging Market: Regional Analysis

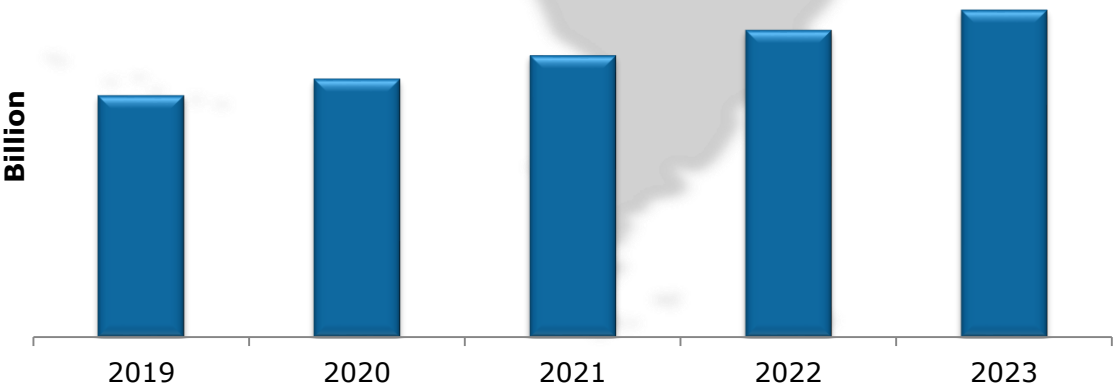
Asia Pacific A2P Messaging Market by Traffic



North America A2P Messaging Market by Traffic



Europe A2P Messaging Market by Traffic



Region	CAGR
	2019-2023
Asia Pacific	xx%
North America	xx%
Europe	xx%

Global A2P Messaging Market : Competitive Landscape

Players Profiled

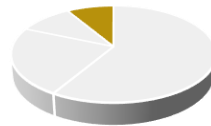
- Carlyle Group (Syniverse Technologies)



- CLX Communications AB



- Infobip Ltd.



- Twilio



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