Premium P2A and A2P Messaging Market Size Worth USD 73.2 Billion By 2026 – Reports and Data

Premium P2A and A2P Messaging Market Size – USD 57.1 billion in 2018, Market Growth - CAGR of 3.6%, Market Trends –Increasing demand for mobile marketing.

Reports And Data

NEW YORK, NY, UNITED STATES, September 22, 2021 / EINPresswire.com/ -- The major contributing factor for the growth of the market for Premium P2A and A2P messaging can increase in smartphone penetration, increasing the scope for enterprises to reach their customers at an individual level.

The Premium P2A and A2P Messaging Market is expected to grow from USD 57.1 billion in 2018 to USD 73.2 billion by 2026, at a CAGR of 3.6% during the forecast period. Increasing demand for mobile marketing and end-user application developers, increasing mobile banking services, no need of data connection, penetration of mobile phones, and increased profits for mobile network operators are some of the driving factors of the market.

Various government regulations, increasing mobile SMS spam, phishing, and malware and illegitimate (grey) routes affecting telecom operator's profits may be major restraining factors for the premium P2A and A2P messaging market.

Key players within Premium P2A and A2P messaging market are CLX Communications (Sweden), AT&T (US), Tata Communications (India), Infobip (UK), Mahindra Comviva (India), SAP SE (Germany), Dialogue Communications (UK), Beepsend (Sweden), Twilio (US), and Tyntec (Germany), among others.

Get a sample of the report @ https://www.reportsanddata.com/sample-enquiry-form/1115

Further key findings from the report suggest

• The Premium P2A and A2P messaging market are segmented by end-user application type into inquiry related services, customer relationship management, notification & alerts, authentication service, promotional & marketing service, voting & entertainment, pushed content services, interactive messages and others (surveys, appointments, and updates). The authentication service segment is expected to witness the highest growth of approximately 3.9% CAGR during the forecast period, because of the use of mobile devices for sharing personal information over the web for purposes such as bank transactions, email logins, and others.

• The Premium P2A and A2P messaging market are segmented by traffic national and multi-country. A multi-country segment is expected to grow with the highest CAGR of approximately 4.2% CAGR during the forecast period, since it yields high profits for the mobile network operator, holding the largest market share in IT & telecom, travel, tourism, and social site authentication.

• The Premium P2A and A2P messaging market is segmented by messaging platform into a cloud API messaging platform and managed messaging platform. The cloud API messaging platform provides a simple and effective two-way communication channel for enterprises, thus dominating this segment with a market share of USD 34.26 billion in the base year.

• The Premium P2A and A2P messaging Market are segmented by industry vertical into BFSI, telecom & IT, media & entertainment, travel & tourism, retail & e-commerce, healthcare, Logistics & Utilities, and government. The segment which is expected to witness a growth of approximately 4.8% CAGR during the forecast period, is the BFSI, the reason being the use of A2P and P2A services for the customers, regarding transaction detail, alerts, delivery updates, and verification.

• The Premium P2A and A2P messaging Market are segmented geographically into North, America, Europe, Asia Pacific and Rest of the World. APAC is to witness the highest growth of approximately 3.9% CAGR during the forecast period, due to the adverse adoption of Premium P2A and A2P messaging services and solutions by enterprises in this region.

To identify the key trends in the industry, click on the link below: @
https://www.reportsanddata.com/report-detail/premium-p2a-and-a2p-messaging-market

For this report, the market has been divided into segments on the basis of end-user application type, traffic, messaging platform, industry vertical and regional analysis.

Traffic Outlook (Profits, USD Million; 2018–2026)

National
Multi-Country

End-user application type Outlook (Profits, USD Million; 2018–2026)

Inquiry and Search Related Services
CRM Services
Notifications and Alerts
Authentication Services

Promotional and Marketing Services
Voting and Entertainment
Pushed Content Services
Interactive Messages
Others (Surveys, Appointments, and Updates)

Messaging platform (Profits, USD Million; 2018–2026)

Cloud API Messaging Platform
Traditional and Managed Messaging Platform

Industry vertical Outlook (Profits, USD; 2018-2026)

BFSI
Telecom and IT
Media and Entertainment
Travel and Tourism
Retail and eCommerce
Healthcare
Government
Logistics and Utilities
Others

Regional Outlook (Profits, USD Million; 2018–2026)

North America
Europe
Asia Pacific
Middle East & Africa
Latin America

Request a customization of the report @ https://www.reportsanddata.com/request-customization-form/1115

Table of Content:
Highlights of the TOC:

Continue……

Thank you for reading our report. For customization inquiry or further information, please connect with us and we will ensure you get the report that meets your requirements.

Visit our Blog for more Industry Updates :

The Watch Industry : @ https://reportsanddata.com/blog/the-watch-industry-a-short-history-and-the-top-10-brands-today

Top 10 Leading Fintech Companies in the World: @ https://reportsanddata.com/blog/top-10-leading-fintech-companies-in-the-world

Top 10 Leading Smart Speaker Companies : @ https://reportsanddata.com/blog/top-10-leading-smart-speaker-companies-in-the-world

Top 10 Leading Smart HD TV Companies : @ https://reportsanddata.com/blog/2020s-top-10-leading-smart-hd-tv-companies-in-the-world

Top 10 Leading HD Tablet Companies in the World : @ https://reportsanddata.com/blog/2020s-top-10-leading-hd-tablet-companies-in-the-world

Tushar Rajput
Reports and Data
+1 2127101370
email us here
Visit us on social media:
Facebook
Twitter
LinkedIn
