

Why Invest in this Industry | The Enterprise Application-to-Person (A2P) SMS Market Size Reach USD 111.6 Billion by 2032

The global market growth is growing due to several factors such as increase in number of mobile subscribers and rise in popularity of mobile marketing.

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/EINPresswire.com/ -- Allied Market Research published a new report, titled, " Why Invest in this Industry | The [Enterprise Application-to-Person \(A2P\) SMS Market Size](#) Reach USD 111.6 Billion by 2032." The report offers an extensive analysis of key growth strategies, drivers,

opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global enterprise application-to-person SMS market size was valued at \$56.1 billion in 2023, and is projected to reach \$111.6 Billion by 2032, growing at a CAGR of 7.8% from 2024 to 2032.

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The global enterprise application-to-person (A2P) SMS market is growing due to increase in number of mobile subscribers and rise in popularity of mobile marketing. However, stringent government policies and regulations and data security and privacy act as restraints for the Enterprise Application-to-Person (A2P) SMS market.

The enterprise application-to-person SMS market is segmented into deployment, application, end user and region. On the basis of deployment, the market is segregated into on-premise and

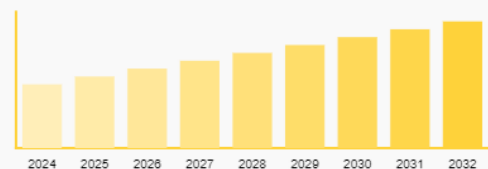
Report Insights

Market was valued at **\$56.1 Billion** 2023

Projected to reach **\$111.6 Billion** 2032

Growing at a CAGR **7.8% From** 2024-2032

CAGR 7.8%



Enterprise Application-to-Person (A2P) SMS Market
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Enterprise Application-to-Person (A2P) SMS Market Size

cloud. As per application, the market is divided into pushed content services, customer relationship management services, promotion and marketing, interactive services and others. On the basis of end user, the market is classified into BFSI, retail and e-commerce, travel and hospitality, healthcare, media and entertainment and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, Latin America and Middle East and Africa.

If you have any questions, Please feel free to contact our analyst at:

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Based on the deployment, the cloud segment held the highest market share in 2023. This is attributed to its inherent benefits, such as scalability, flexibility, cost-effectiveness, and ease of implementation. Cloud-based solutions enable organizations to access communication services and data seamlessly, anytime, and anywhere, using any device, providing convenience and accessibility.

Based on the application, the customer relationship management services (CRM) segment held the highest market share in 2023. By integrating CRM data with application-to-person SMS platforms, businesses can segment their customer base and send tailored messages that resonate with each segment's interests and needs.

Based on the end user, the BFSI segment held the highest market share in 2023. The dominance of the banking, financial services, and insurance (BFSI) segment in the enterprise application-to-person (A2P) SMS market is driven by its complex communication requirements, such as regulatory compliance, risk management, and cost optimization. The BFSI industry relies on robust application-to-person solutions to address these specific needs.

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Based on region, North America held the highest market share in terms of revenue in 2023, and is expected to boost in terms of revenue throughout the forecast timeframe. The market for outsourcing services in North America is expanding as a result of the escalating technical breakthroughs and digital transformations occurring across several business verticals, including telecommunications, IT, retail, and finance.

The major players operating in the enterprise application-to-person (A2P) SMS market include Tata Communication Services, NTT Communications, Orange Business Services, Proximus, AT&T, Genesys, Sinch, Dialogue Communications, Infobip Inc. and Twilio Inc.

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Key Takeaways

□ The enterprise application-to-person SMS market study covers 20 countries. The research includes a segment analysis of each country in terms of value for the projected period.

□ More than 1, 500 product literatures, industry releases, annual reports, and other such documents of major enterprise application-to-person SMS industry participants along with authentic industry journals, trade associations' releases, and government websites have been reviewed for generating high-value industry insights.

□ The study integrated high-quality data, professional opinions and analysis, and critical independent perspectives. The research approach is intended to provide a balanced view of global enterprise A2P SMS market size and to assist stakeholders in making educated decisions in order to achieve their most ambitious growth objectives.

Industry Trends:

□ In April 2024, UK commenced filtering Application-to-Person (A2P) SMS to protect consumers from spam, fraud, and bad actors. To ensure messaging services remain uninterrupted, Plivo strongly recommends registering sender IDs following Know Your Customer (KYC) guidelines to avoid having the messages either partially or completely blocked.

□ In April 2023, UK unveiled sweeping plans for communications technologies such as satellite, in a huge new policy initiative. Its Wireless Infrastructure Strategy details the roles technologies such as satellite will play as the UK aims to be at the forefront of communications technologies and connectivity.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

About Us:

Allied Market Research (AMR) is a market research and business-consulting firm of Allied Analytics LLP, based in Portland, Oregon. AMR offers market research reports, business solutions, consulting services, and insights on markets across 11 industry verticals. Adopting extensive research methodologies, AMR is instrumental in helping its clients to make strategic

business decisions and achieve sustainable growth in their market domains. We are equipped with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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