

Increasing Penetration Of Smartphones: Key Driver Transforming the A2P Messaging Market in 2024

The Business Research Company's Early Year-End Sale! Get up to 30% off detailed market research reports—for a limited time only!

LONDON, GREATER LONDON, UNITED KINGDOM, December 17, 2024
[/EINPresswire.com/](https://EINPresswire.com/) --

The Business Research Company's Early Year-End Sale! Get up to 30% off detailed market research reports—limited time only!



The Business
Research Company

A2P Messaging Global Market Report 2024 - Market Size, Trends, And Global Forecast 2024-2033

In recent years, [the A2P messaging market size has witnessed steady growth](#), and it's anticipated to ascend from \$69.96 billion in 2023 to \$72.68 billion in 2024, translating to a compound annual

growth rate CAGR of 3.9%. Factors such as increased internet penetration, rising smartphone usage, evolution in business communication, integration of SMS in services, and necessities for security and authentication contribute to this historic growth.

“

The A2P messaging market size is expected to see strong growth in the next few years. It will grow to \$88.53 billion in 2028 at a compound annual growth rate (CAGR) of 5.1%”

*The Business Research
Company*

Looking ahead, the upward trajectory is projected to maintain momentum, with the A2P messaging market size swelling to \$88.53 billion by 2028. Over this forecast period, the CAGR is expected to notch up to 5.1%, driven by IoT communication, extensive adoption in banking and financial services, increased use in healthcare and for

appointment reminders, adoption of chatbots and AI, and industry-specific integration.

This comprehensive sample report will provide more insights:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=8828&type=smp>

One key growth driver echoing across the A2P messaging market spectrum is the increasing

penetration of smartphones. A smartphone, a portable electronic device that connects users to the internet and cellular networks, facilitates A2P messaging to help users receive messages from a business application for marketing or customer service purposes, primarily through an automated process. For example, as of February 2023, Uswitch Limited reveals that in 2022, the UK had 71.8 million mobile connections, a 3.8% rise compared to 2021. Moreover, it's forecasted that by 2025, 95% of the UK population will own a smartphone, fueling the expansion of the A2P messaging market.

Many prominent players operate within the A2P messaging market. These include China Mobile Limited, AT&T Inc., Orange S.A., Twilio Inc., Sinch AB, Tata Communications Limited, Genesys Telecommunications Laboratories Inc., Syniverse Technologies LLC, Infobip Ltd., MessageBird B.V., and many more. Striding forward, key trends projected to cast an impact on the market include compliance with regulatory standards, interactive messaging experiences, vertical-specific messaging solutions, API integration and platform diversification, and omnichannel messaging strategies.

The full report contains more detailed information:

<https://www.thebusinessresearchcompany.com/report/a2p-messaging-global-market-report>

[The A2P messaging market report dissects the market into several segments:](#)

1 By Component: Platform, A2P Service

2 By SMS Traffic: National Traffic, Multi-Country

3 By Deployment Mode: On-Premises, Cloud

4 By Application: Authentication Services, Promotional and Marketing Services, Customer Relationship Management Services, Pushed Content Services, Interactive Messages, Other Applications

5 By End Users: Banking, Financial Services, and Insurance, Retail and Ecommerce, E-Governance, Hyperlocal Businesses, Healthcare, Travel and Hospitality, Other End Users

Shedding light on regional aspects, in 2023, North America emerged as the largest player in the A2P messaging market. However, the forecast period predicts Asia-Pacific to outpace other regions with the fastest growth rate. The market report encompasses regions including Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa.

Browse Through More Similar Reports By The Business Research Company:

Telecom Analytics Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/telecom-analytics-global-market-report>

Telecom Service Assurance Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/telecom-service-assurance-global-market-report>

Telecom Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/telecom-global-market-report>

[About The Business Research Company](#)

Learn More About The Business Research Company. With over 15000+ reports from 27 industries covering 60+ geographies, The Business Research Company has built a reputation for offering comprehensive, data-rich research and insights. Armed with 1,500,000 datasets, the optimistic contribution of in-depth secondary research, and unique insights from industry leaders, you can get the information you need to stay ahead in the game.

Contact us at The Business Research Company: <https://www.thebusinessresearchcompany.com/>

Americas +1 3156230293

Asia +44 2071930708

Europe +44 2071930708

Email us at info@tbrc.info.

Follow us on:

LinkedIn: <https://in.linkedin.com/company/the-business-research-company>

YouTube: https://www.youtube.com/channel/UC24_fI0rV8cR5DxICpgmyFQ

Global Market Model: <https://www.thebusinessresearchcompany.com/global-market-model>).

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/769283221>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.