A2P SMS Market 2014 - 2020

Description:

A2P SMS Market for Pushed Content Services, Customer Relationship Management Services, Promotional Campaigns, Interactive Services and Other Applications: Global Industry Perspective, Comprehensive Analysis, Size, Share, Growth, Trends and Forecast 2014 - 2020

The report covers forecast and analysis for the A2P SMS market on a global and regional level. The study provides historic data of 2014 along with a forecast from 2015 to 2020 based on revenue (USD billion). The study includes drivers and restraints for the A2P SMS market along with the impact they have on the demand over the forecast period. Additionally, the report includes the study of opportunities available in the A2P SMS market on a global level.

In order to give the users of this report a comprehensive view on the A2P SMS market, we have included a detailed value chain analysis. To understand the competitive landscape in the market, an analysis of Porter’s Five Forces model for the A2P SMS market has also been included. The study encompasses a market attractiveness analysis, wherein application segments are benchmarked based on their market size, growth rate and general attractiveness.

The study provides a decisive view on the A2P SMS market by segmenting the market based on applications. All the application segments have been analyzed based on present and future trends and the market is estimated from 2014 to 2020. Key application segmented market covered under this study includes pushed content services, customer relationship management services, promotional campaigns, interactive services and other applications. The regional segmentation includes the current and forecast demand for North America, Europe, Asia Pacific, Latin America and Rest of the World with its further bifurcation into major countries including U.S. Germany, France, UK, China, Japan, India and Brazil. This segmentation includes demand for A2P SMS based on individual applications in all the regions and countries.

The report also includes detailed profiles of end players such as Syniverse Technologies, LLC, AMD Telecom S.A., FortyTwo Telecom AB, mBlox, Inc., Ogangi Corporation, Silverstreet BV, Tanla Solutions Ltd., Symsoft AB, Angkor Data Communications Group Co. Ltd., and Optimizer International Group, Inc. The detailed description of players includes parameters such as company overview, financial overview, business strategies and recent developments of the company.

This report segments the global A2P SMS market as follows:

A2P SMS Market: Application Segment Analysis

- Pushed content services
- Customer relationship management services
- Promotional campaigns
- Interactive services
- Other

A2P SMS Market: Regional Segment Analysis

- North America
  - U.S.
  - Europe
  - Germany
  - UK
  - France
- Asia Pacific
  - China
  - Japan
  - India
- Latin America
  - Brazil
- Middle East & Africa
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Contents:
1. Preface
1.1. Report description and scope
1.2. Research scope
1.3. Research methodology
1.3.1. Market research process
1.3.2. Market research methodology

2. Executive Summary
2.2. A2P SMS: Market snapshot

3. A2P SMS Market: Industry Analysis
3.1. A2P SMS: Market dynamics
3.2. Value Chain Analysis
3.3. Market Drivers
3.3.1. Rapid growth in mobile subscriber support
3.3.2. Expansion in mobile marketing activities
3.3.3. Propagation in mobile banking, mobile payments and mobile health services
3.4. Restraints
3.4.1. Intense size of SMS due to technical inconsistency
3.4.2. Prohibition of routes reduces the business of telecom operators
3.4.3. Growing mobile messaging spam, phishing and malware
3.5. Opportunity
3.5.1. Influence messaging helps exchange providers to connect various enterprises and customers
3.5.2. Connection of SMS provides IP messaging solutions and emails
3.6. Porter's Five Forces Analysis
3.7. Market Attractiveness Analysis
3.7.1. Market attractiveness analysis by application segment
3.7.2. Market attractiveness analysis by regional segment

4. Global A2P SMS Market: Competitive Landscape
4.1. Company market share analysis, 2014
4.2. Price trend analysis

5. Global A2P SMS Market: Applications Analysis
5.1. Global A2P SMS market share, by application, 2014 and 2020
5.2. Global A2P SMS market for pushed content services, 2014 - 2020 (USD Billion)
5.3. Global A2P SMS market for CRM services, 2014 - 2020 (USD Billion)
5.4. Global A2P SMS market for promotional campaign, 2014 - 2020 (USD Billion)
5.5. Global A2P SMS market for interactive services, 2014 - 2020 (USD Billion)
6. A2P SMS Market: Regional Analysis
6.1. Global A2P SMS market: Regional overview
6.1.1. Global A2P SMS market share, by region, 2014 and 2020
6.2. North America
6.2.2. U.S.
6.3. Europe
6.3.1. Europe A2P SMS market revenue, by application, 2014 - 2020 (USD Billion)
6.3.2. Germany
6.3.2.1. Germany A2P SMS market revenue, by application, 2014 - 2020 (USD Billion)
6.3.3. UK
6.3.3.1. UK A2P SMS market revenue, by application, 2014 - 2020 (USD Billion)
6.3.4. France
6.3.4.1. France A2P SMS market revenue, by application, 2014 - 2020 (USD Billion)
6.4. Asia Pacific
6.4.2. China
6.4.2.1. China A2P SMS market revenue, by application, 2014 - 2020 (USD Billion)
6.4.3. Japan
6.4.3.1. Japan A2P SMS market revenue, by application, 2014 - 2020 (USD Billion)
6.4.4. India
6.4.4.1. India A2P SMS market revenue, by application, 2014 - 2020 (USD Billion)
6.5. Latin America
6.5.1. Latin America A2P SMS market revenue, by application, 2014 - 2020 (USD Billion)
6.5.2. Brazil
6.5.2.1. Brazil A2P SMS market revenue, by application, 2014 - 2020 (USD Billion)
6.6. Middle East & Africa
6.6.1. Middle East & Africa A2P SMS market revenue, by application, 2014 - 2020 (USD Billion)

7. Company Profiles
7.1. Syniverse Technologies LLC
7.1.1. Overview
7.1.2. Financials
7.1.3. Product portfolio
7.1.4. Business strategy
7.1.5. Recent developments
7.2. Symsoft AB
7.2.1. Overview
7.2.2. Financials
7.2.3. Product portfolio
7.2.4. Business strategy
7.2.5. Recent developments
7.3. AMD Telecom S.A.
7.3.1. Overview
7.3.2. Financials
7.3.3. Product portfolio
7.3.4. Business strategy
7.3.5. Recent developments
7.4. FortyTwo Telecom AB
7.4.1. Overview
7.4.2. Financials
7.4.3. Product portfolio
7.4.4. Business strategy
7.4.5. Recent developments
7.5. mBlox Inc
7.5.1. Overview
7.5.2. Financials
7.5.3. Product portfolio
7.5.4. Business strategy
7.5.5. Recent developments
7.6. Ogangi Corporation
7.6.1. Overview
7.6.2. Financials
7.6.3. Product portfolio
7.6.4. Business strategy
7.6.5. Recent developments
7.7. Silverstreet BV
7.7.1. Overview
7.7.2. Financials
7.7.3. Product portfolio
7.7.4. Business strategy
7.7.5. Recent developments
7.8. Tanla Solutions Ltd
7.8.1. Overview
7.8.2. Financials
7.8.3. Product portfolio
7.8.4. Business strategy
7.8.5. Recent developments
7.9. Angkor Data Communications Group Co. Ltd
7.9.1. Overview
7.9.2. Financials
7.9.3. Product portfolio
7.9.4. Business strategy
7.9.5. Recent developments
7.10. Optimizer International Group, Inc
7.10.1. Overview
7.10.2. Financials
7.10.3. Product portfolio
7.10.4. Business strategy
7.10.5. Recent developments

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<tbody>
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<td></td>
<td>USD 4199</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td></td>
<td>USD 6299</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
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