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Application-to-person messaging: worldwide trends and forecasts 2022–2027

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About this report

This report provides an overview of the worldwide application-to-person (A2P) messaging services market. It provides information about the messaging services by both mobile network operators (MNOs) and third-party app providers.[1] A complete set of forecast results is provided in the Analysys Mason DataHub. The forecast is based on:

- Analysys Mason's internal research (including our regional forecasts, annual consumer surveys and various trackers in the *Future Comms* research programme)
- interviews with stakeholders in the communications market around the world.

WHO SHOULD READ THIS REPORT

- Strategy and planning executives that are responsible for operators' communication services strategies and A2P wholesale services.
- Executives in mobile operators' technology and innovations teams that are responsible for developing rich communication services (RCS) or proprietary alternatives.
- Marketing executives and vendors of communication services equipment and software, because it will help them to understand the needs of their operator customers and to size the addressable market for their products.

GEOGRAPHICAL COVERAGE

- Worldwide
- Central and Eastern Europe (CEE)
- Western Europe (WE)
- North America (NA)
- Latin America (LATAM)
- Middle East and North Africa (MENA)
- Sub-Saharan Africa (SSA)
- Developing Asia–Pacific (DVAP)
- Emerging Asia–Pacific (EMAP

KEY METRICS

- Application-to-person SMS outgoing traffic
- Application-to-person third-party app services outgoing traffic
- Application-to-person operator IP-based services outgoing traffic
- Business spend on messaging traffic
- Business spend on fixed fees
- Application-to-person business spend and outgoing traffic by use case
- Application-to-person business spend and outgoing traffic by industry vertical

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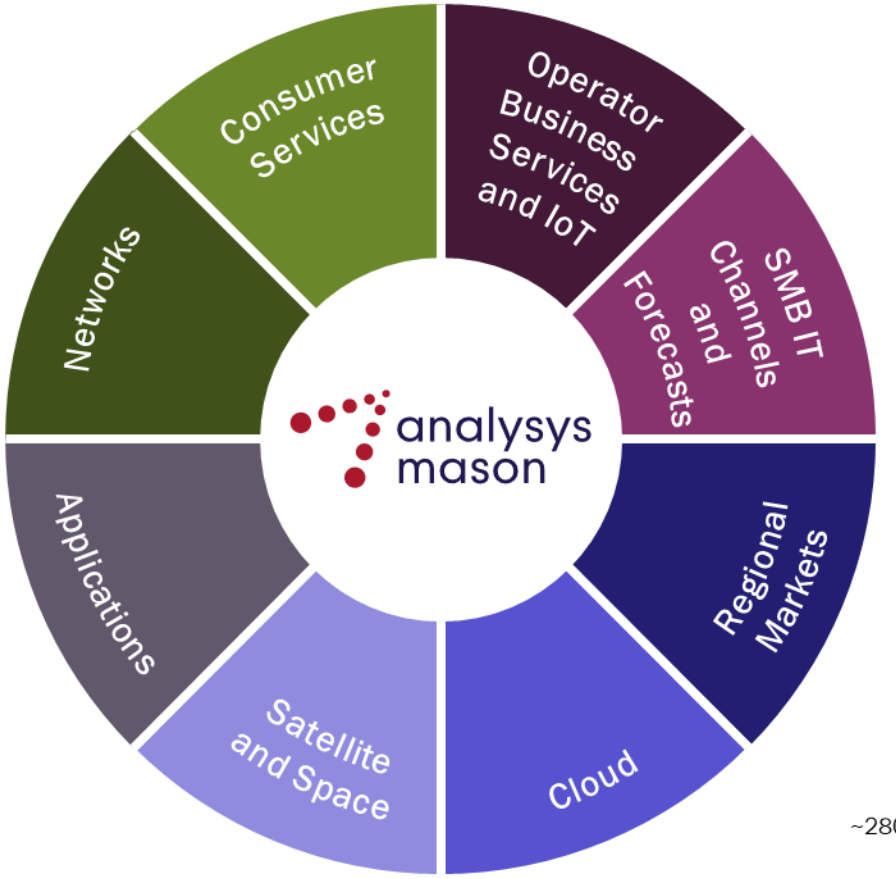

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DataHub
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