CPaaS: 2020-2026

The view to 2026

Mobilesquared
Decision ready data

Webinar: October 5th

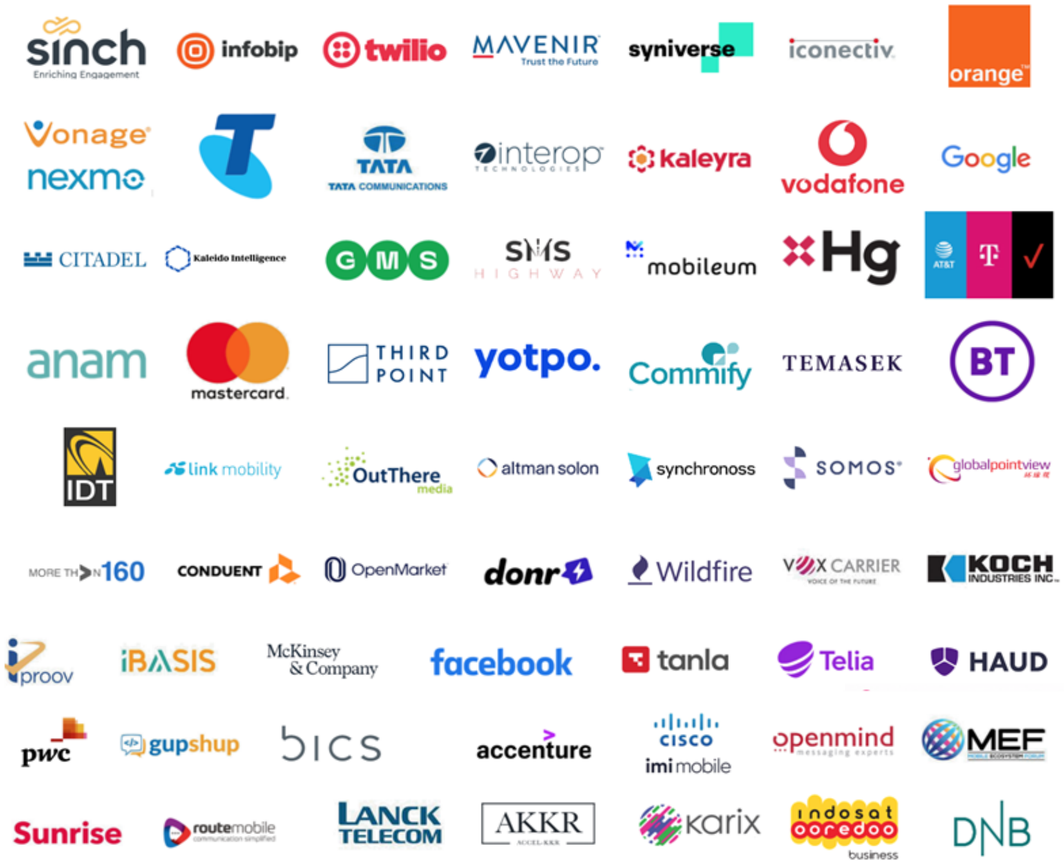
We are Mobilesquared

We are recognized as the global #1 for business messaging intelligence.

Our data is used by companies to identify opportunities & threats in the messaging and customer engagement omnichannel.

> Mobilesquared offers a depth and breadth of data and forecasts on the mobile messaging marketplace that is unrivalled. We have been subscribing to their data for a number of years, and it is now used broadly within Sinch.
>
> Robert Gerstmann, chief evangelist & co-founder, Sinch

Clients



Mobilesquared
Decision ready data

SECTION 1:

SCENE SETTING

Mobilesquared
Decision ready data

Mobilesquared
Decision ready data

CPaaS...

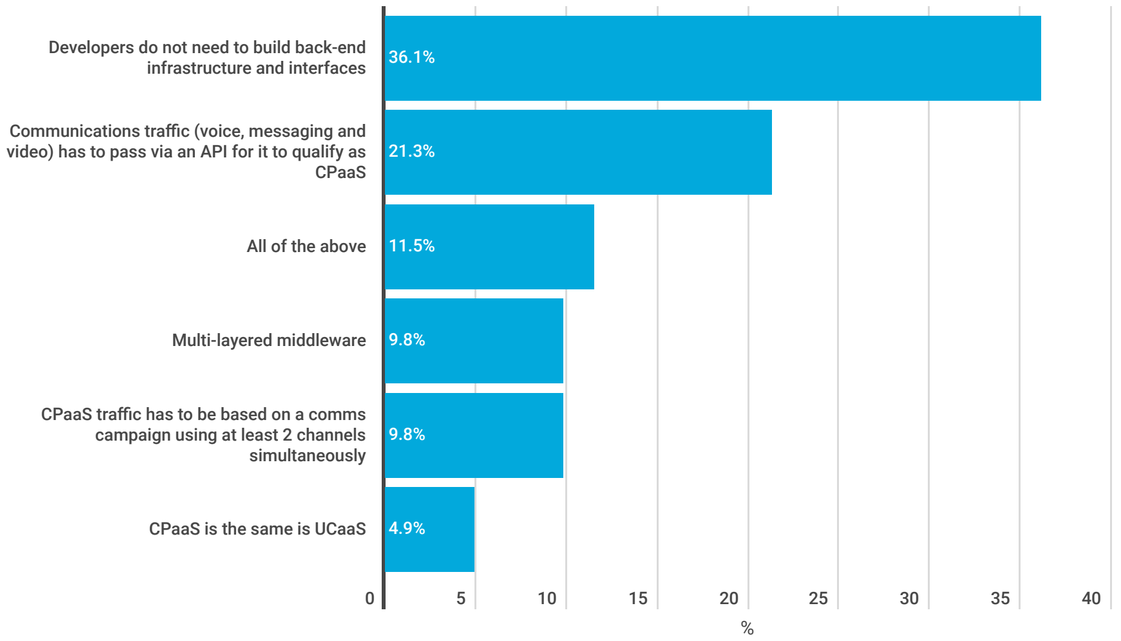
1. is not a multi-layered middleware

2. is not the same as UCaaS (Unified Communications as a Service)

3. traffic does not have to be based on a comms campaign using at least 2 channels simultaneously

4. developers do not need to build backend infrastructure and interfaces

5. communications traffic (voice, messaging, and video) does not have to pass via an API for it to qualify as CPaaS.



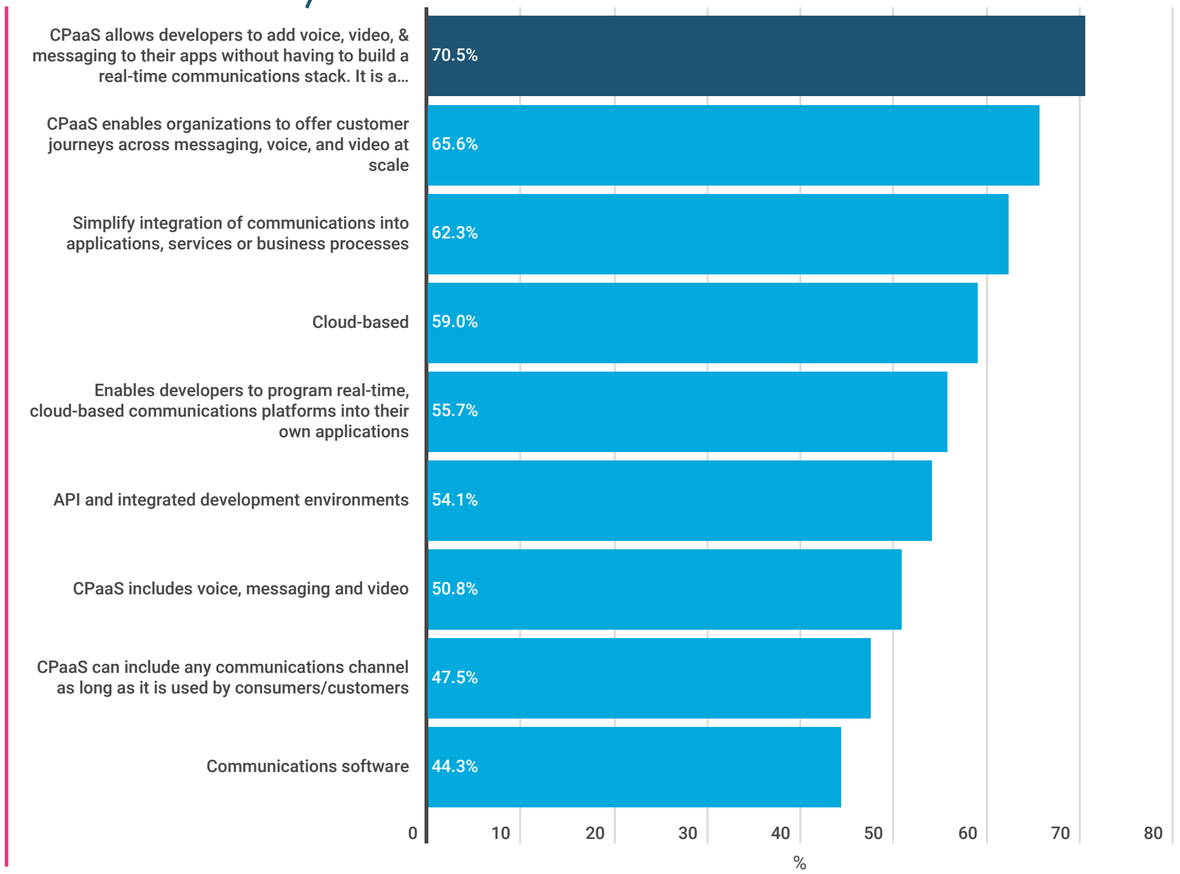
Source: What do you believe CPaaS to be?

Mobilesquared
Decision ready data

CPaaS...

> CPaaS allows developers to add voice, video, & messaging to their apps without having to build a real-time communications stack. It is a cloud-based platform that enables developers to add real-time communications features to their own applications without needing to build back-end infrastructure and interfaces.

- enables organizations' customer journeys at scale
- simplifies the integration of communications into applications, services or business processes
- CPaaS is cloud-based software
- CPaaS enables developers to program real-time, cloud-based communications platforms into their own applications
- CPaaS operates in API and integrated development environments.



Source: What do you believe CPaaS to be?

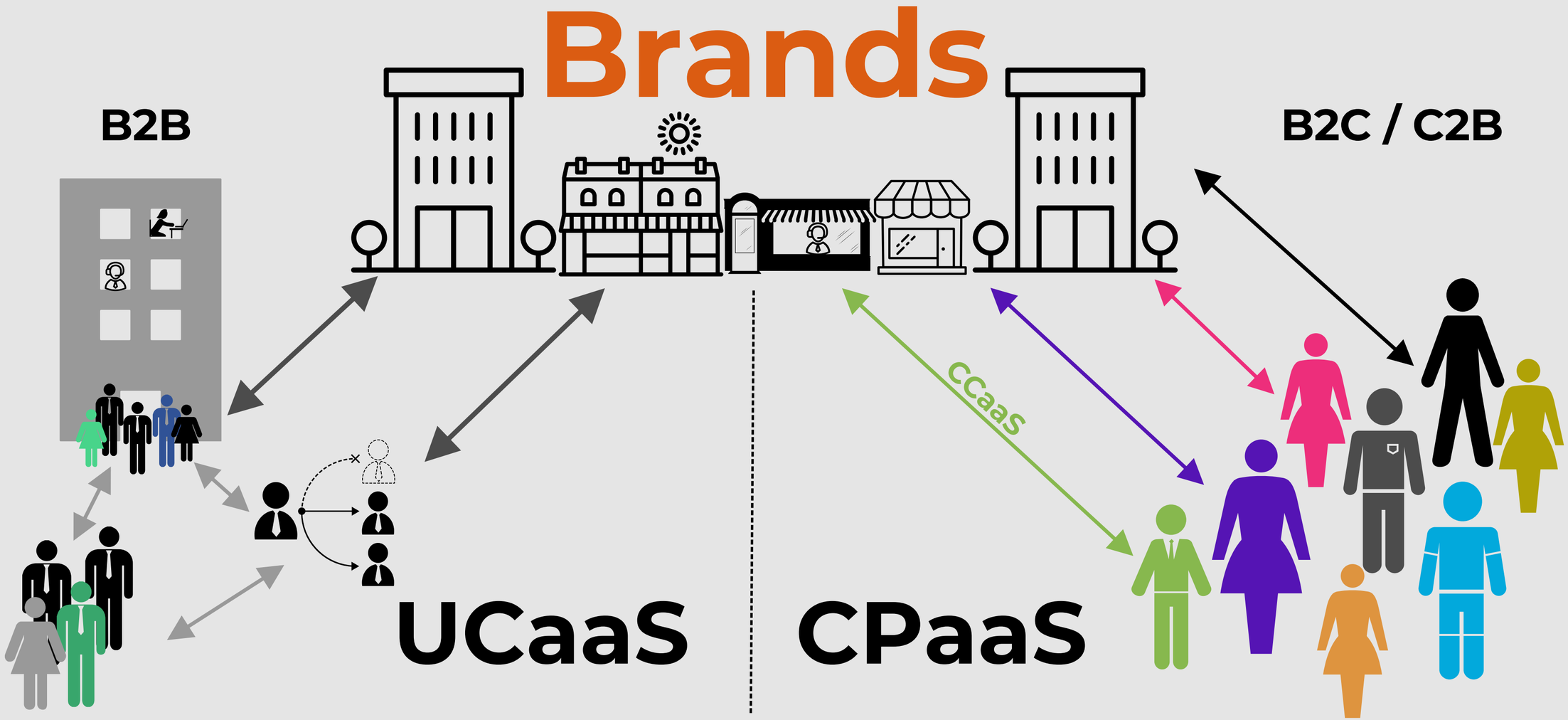
Mobilesquared
Decision ready data

CPaaS is...

“CPaaS is the capability to provide real-time, cloud-based omnichannel communications via an API to connect brands and consumers at scale.”

Mobilesquared
Decision ready data

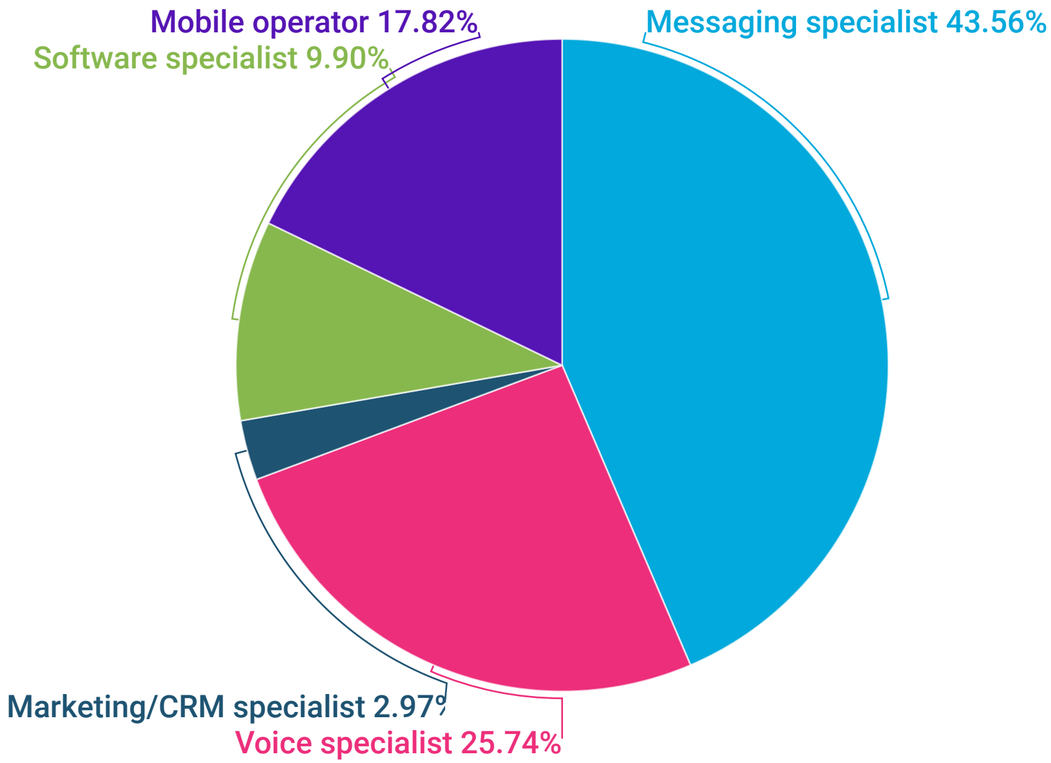
With our definition of CPaaS, B2B activity and all internal communications within a business would fall under the UCaaS umbrella, and not CPaaS. CCaaS does form part of CPaaS.



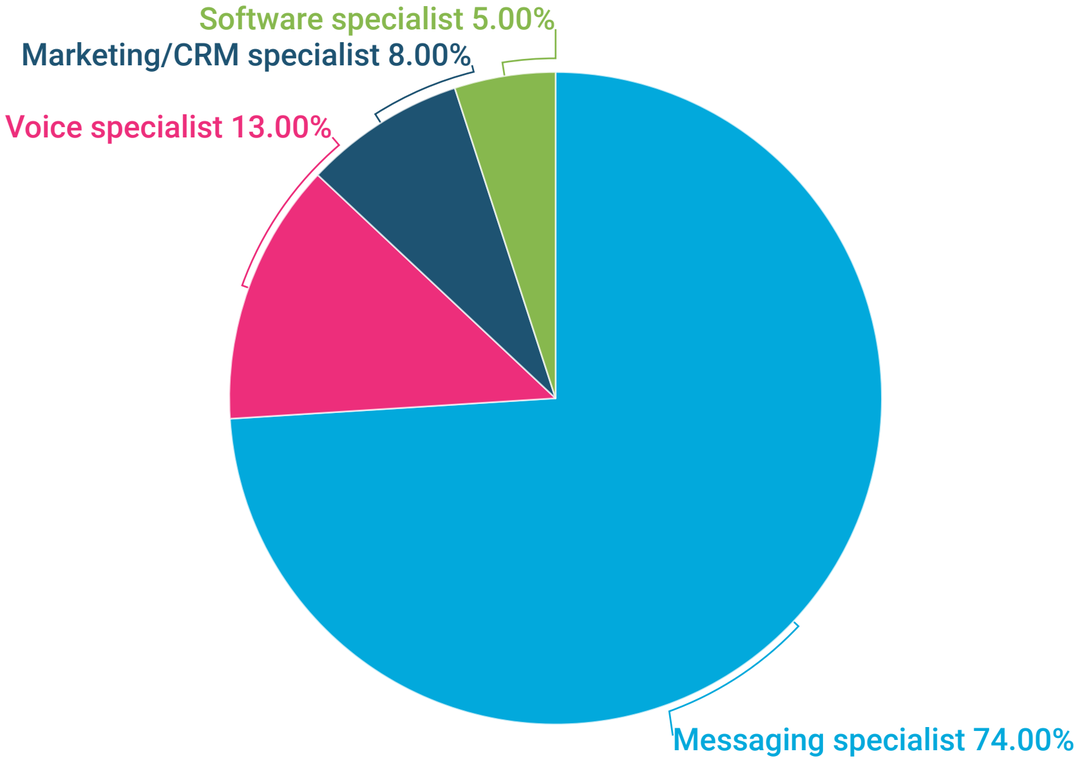
Mobilesquared
Decision ready data

CPaaS make-up

Data from Mobilesquared research

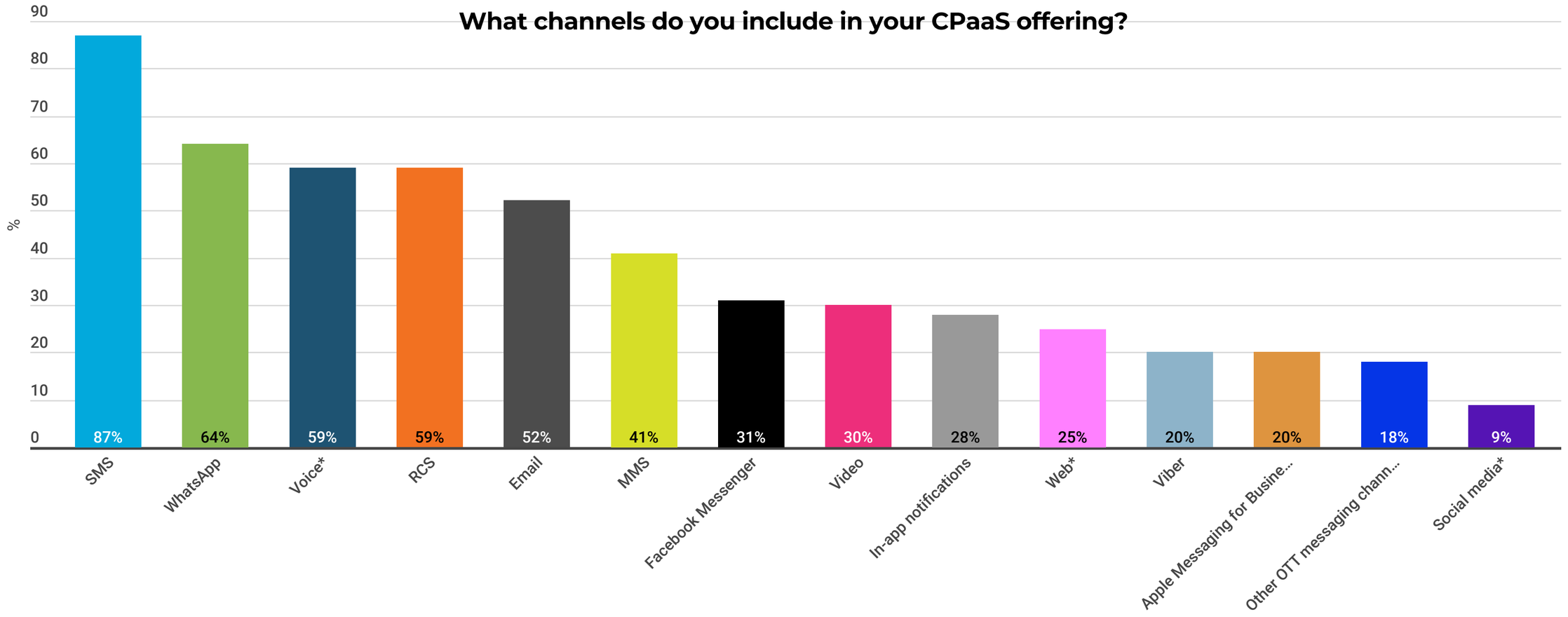


Breakdown of top 38 CPaaS providers by specialty



Mobilesquared
Decision ready data

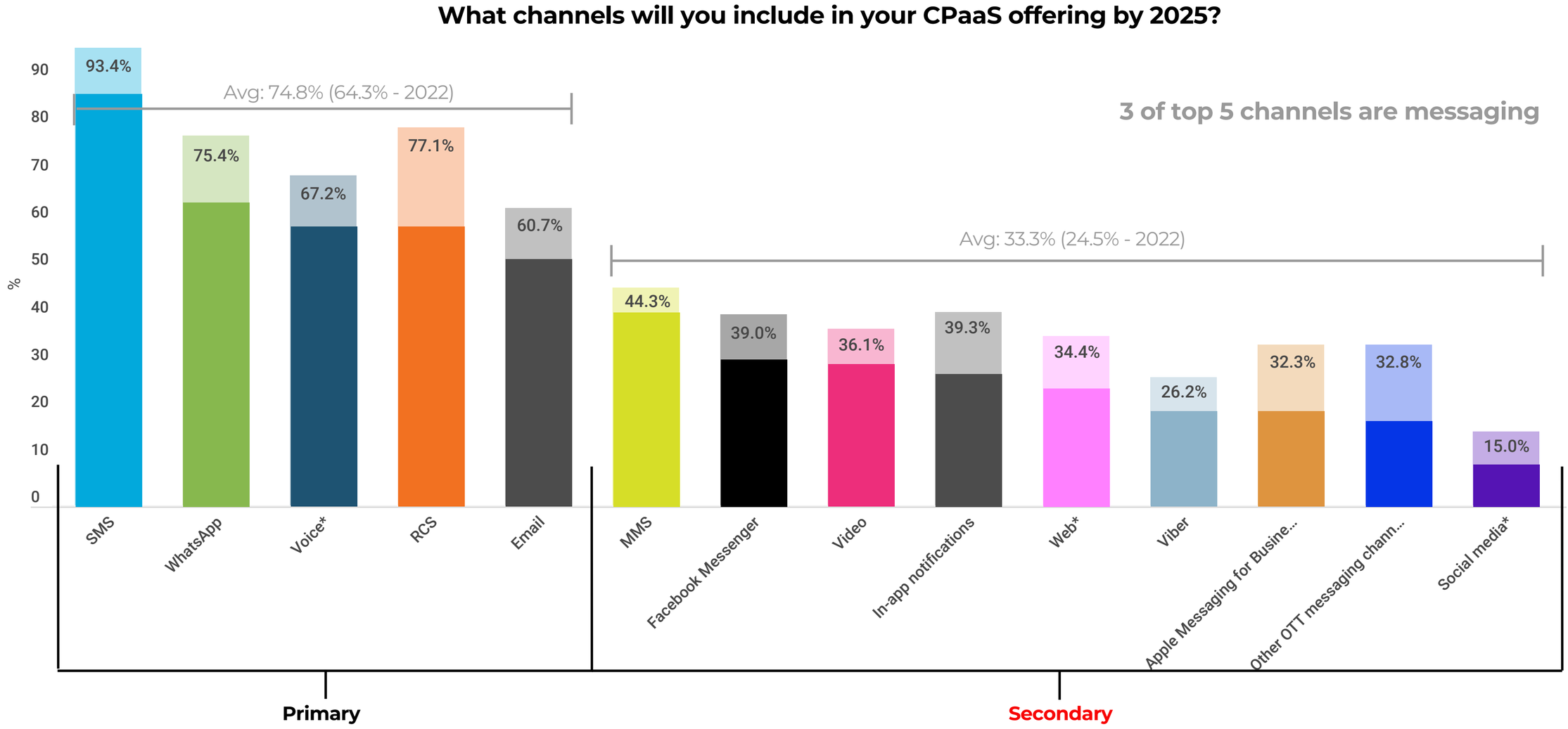
CPaaS channel offering 2022



* “Voice” is used as an umbrella term to include IVR / “Social media” covers the likes of Facebook, Twitter, Instagram, Pinterest, and Snapchat / “Other OTT messaging channels” includes Telegram, WeChat, Line and KakaoTalk "Web” includes WebRTC, web chat etc.

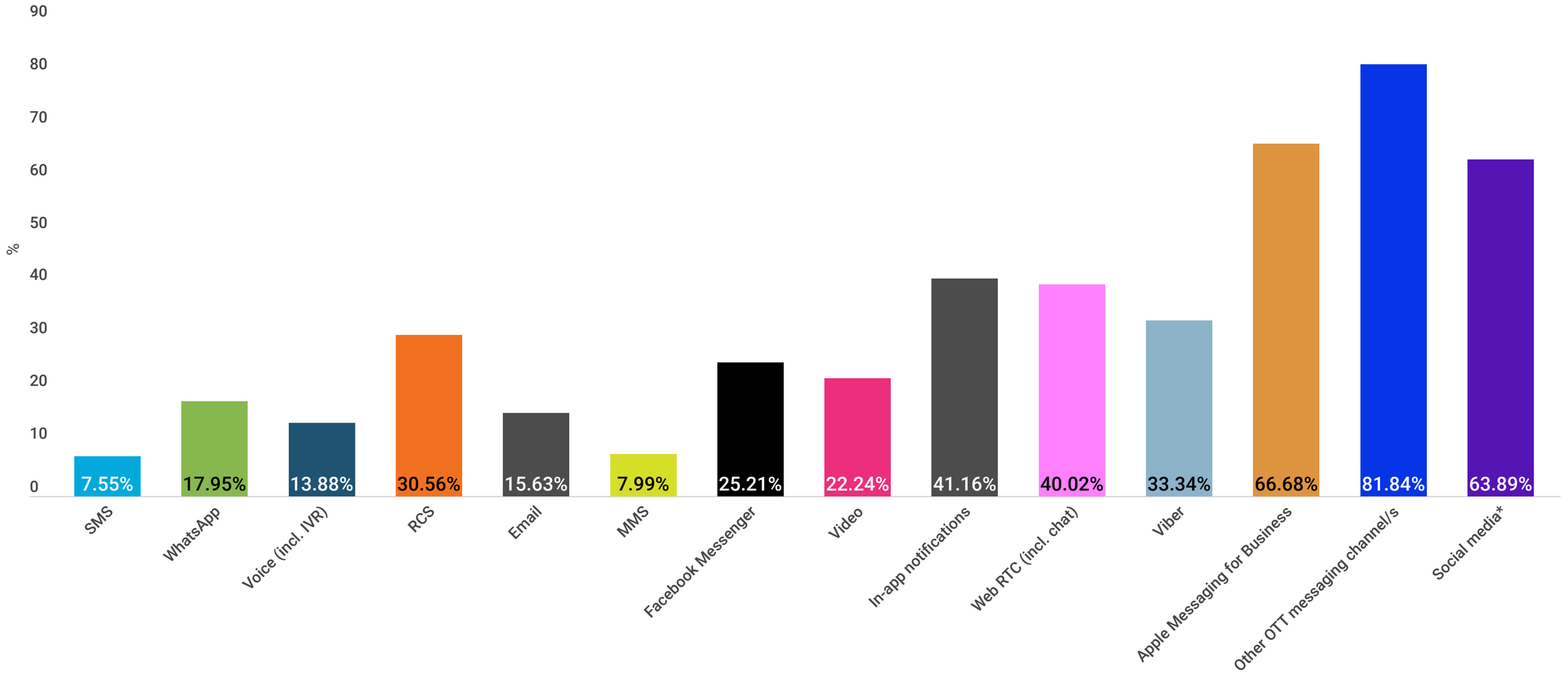
Mobilesquared
Decision ready data

CPaaS channel offering, 2025



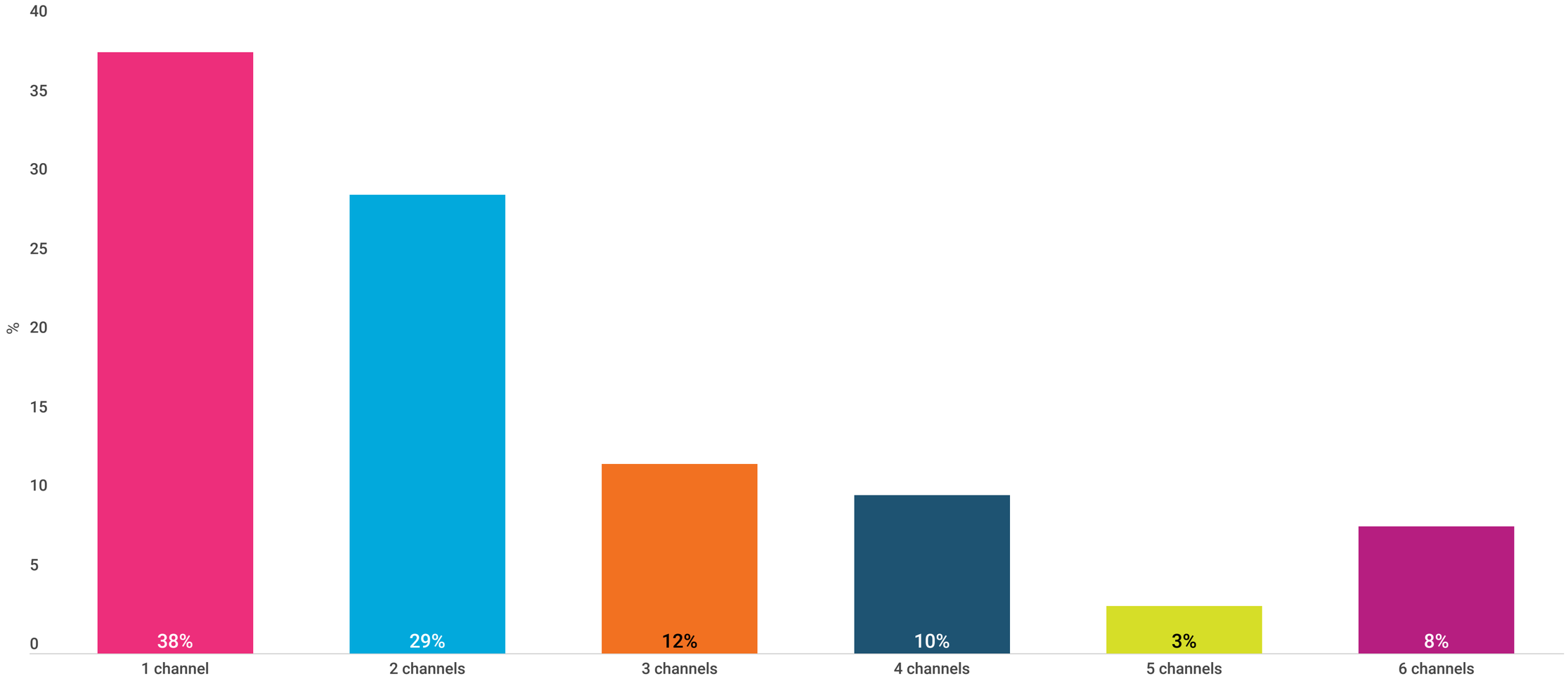
Mobilesquared
Decision ready data

CPaaS provider channel expansion, 2022-2025



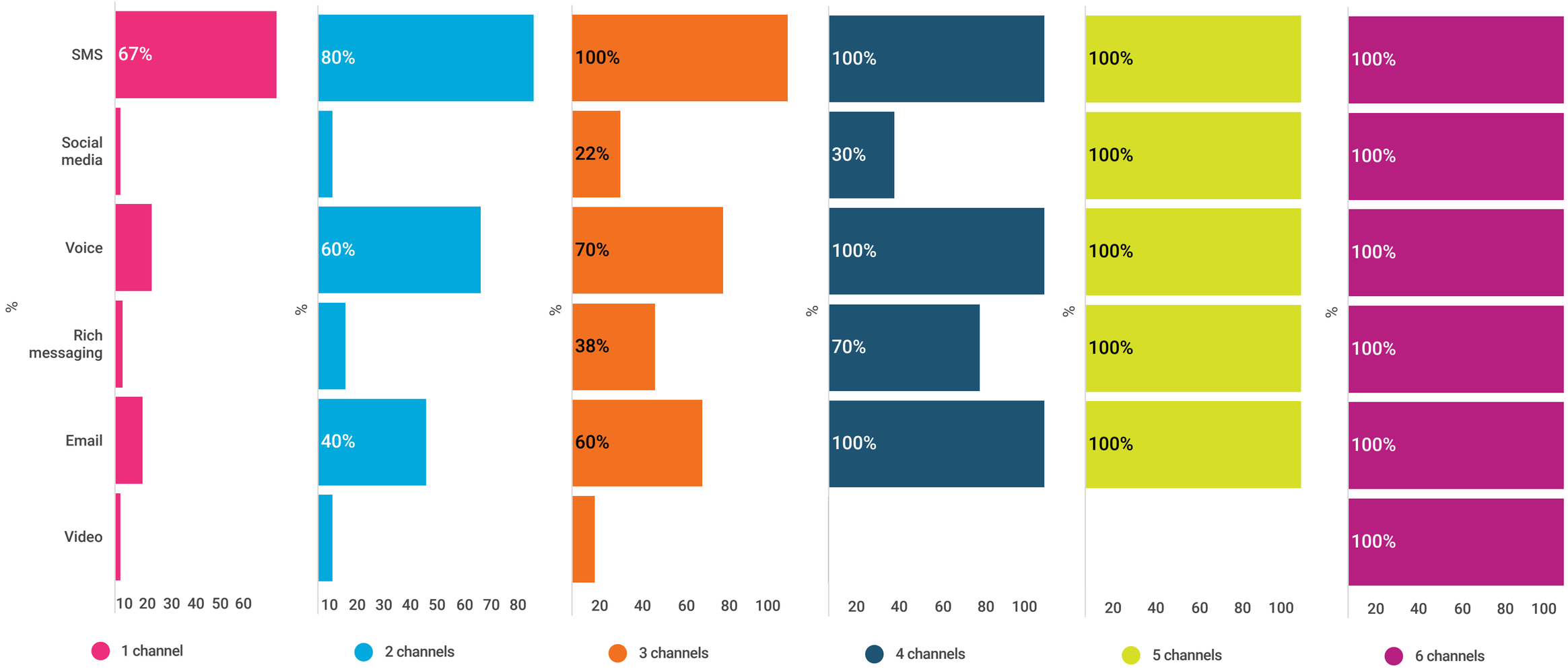
Mobilesquared
Decision ready data

CPaaS: Brand outlook



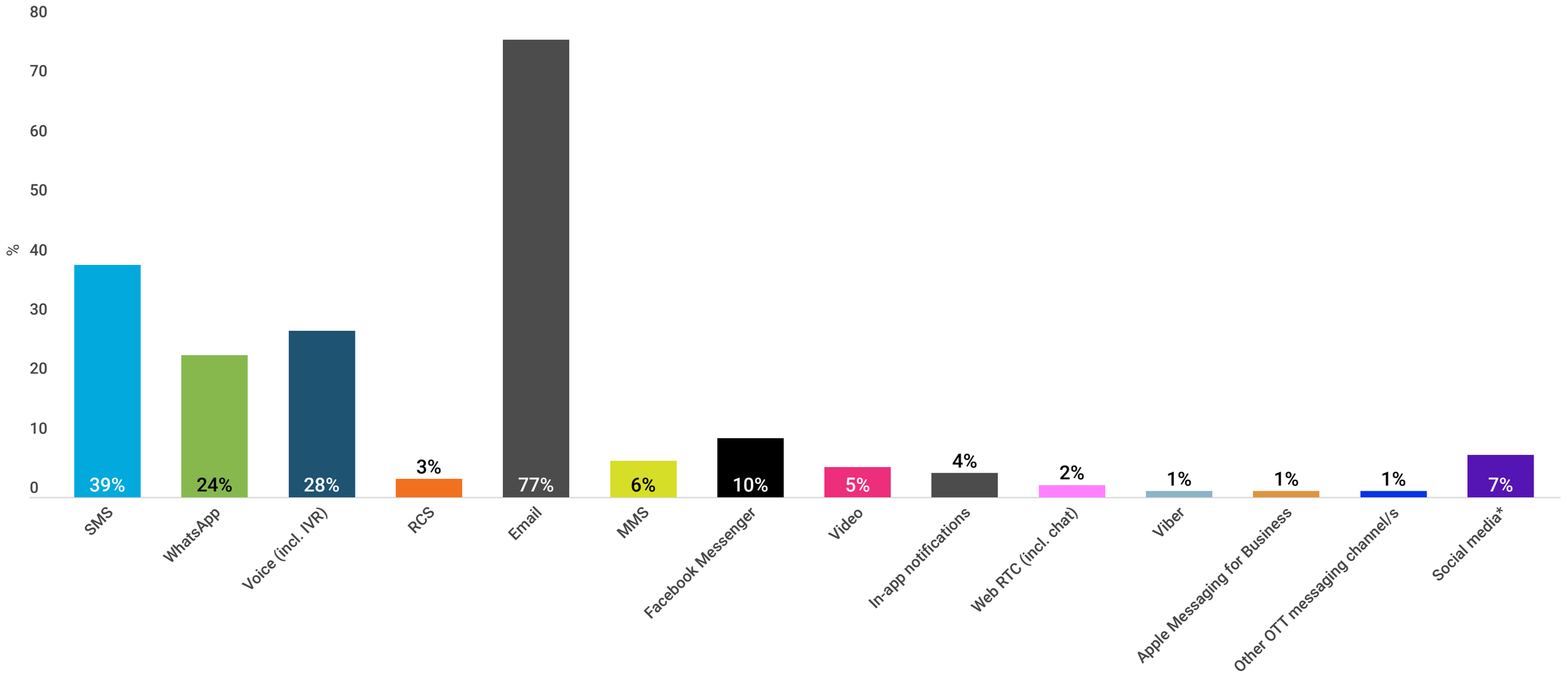
Mobilesquared
Decision ready data

CPaaS: Brand outlook by channels



Mobilesquared
Decision ready data

Consumers: How do brands contact you?



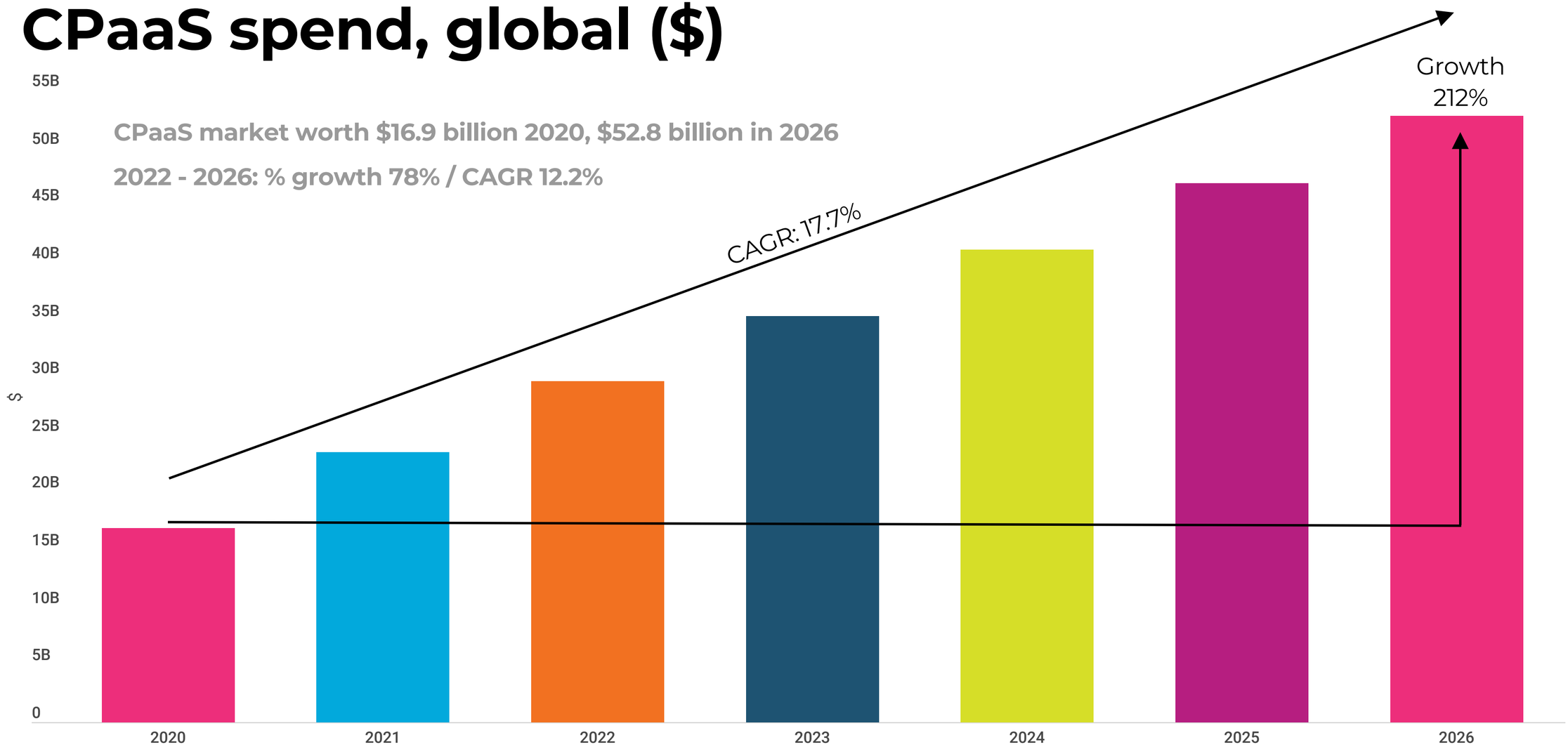
Mobilesquared
Decision ready data

SECTION 2:

CPAAS FORECASTS

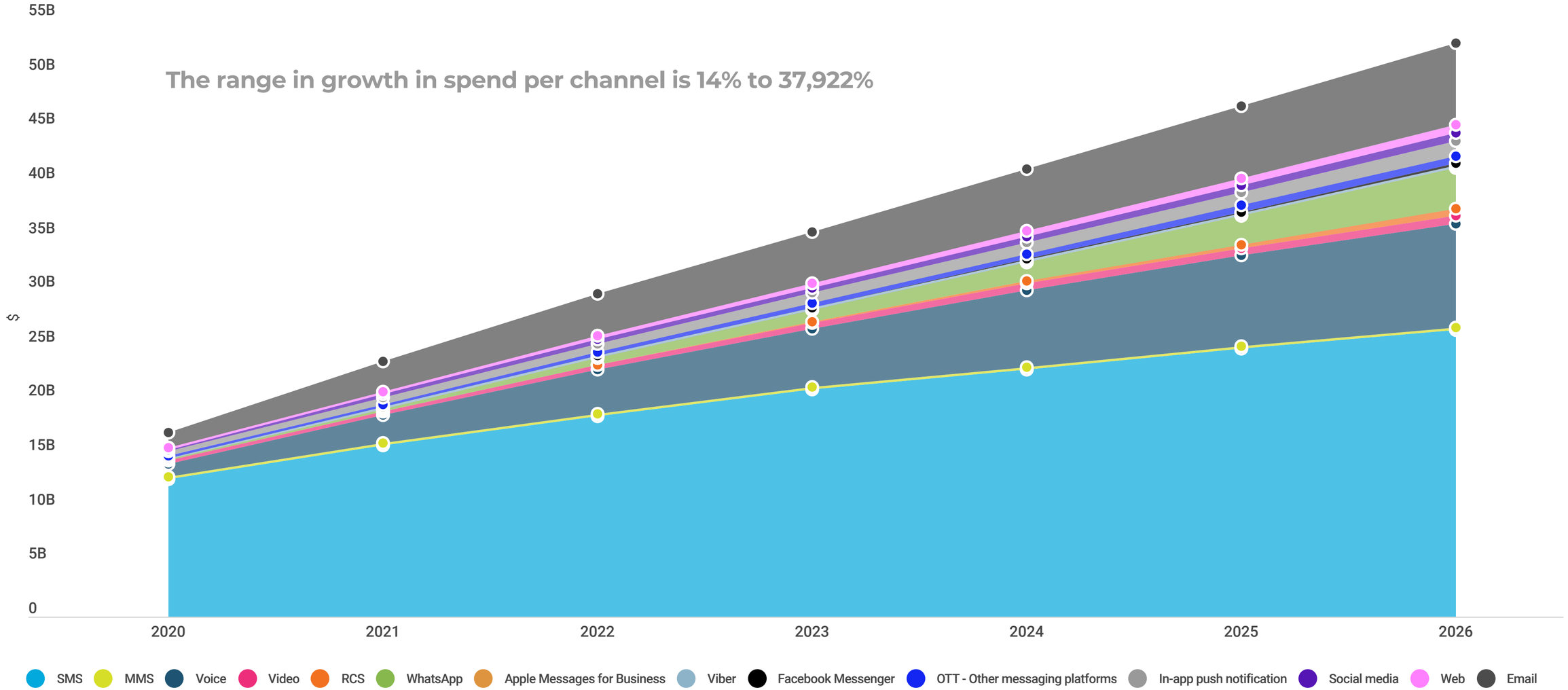
Mobilesquared
Decision ready data

CPaaS spend, global ($)



Mobilesquared
Decision ready data

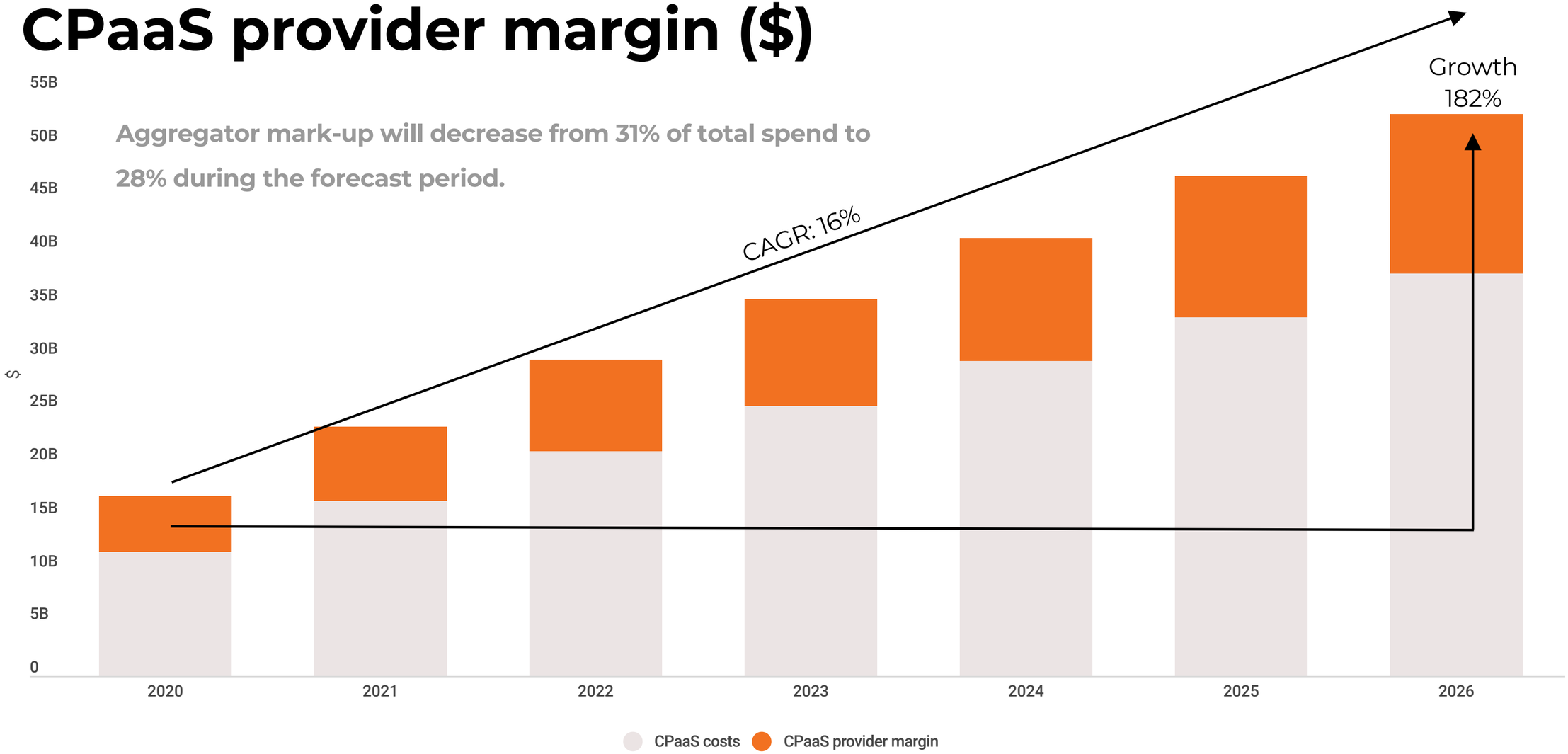
CPaaS spend, global ($)



Mobilesquared
Decision ready data

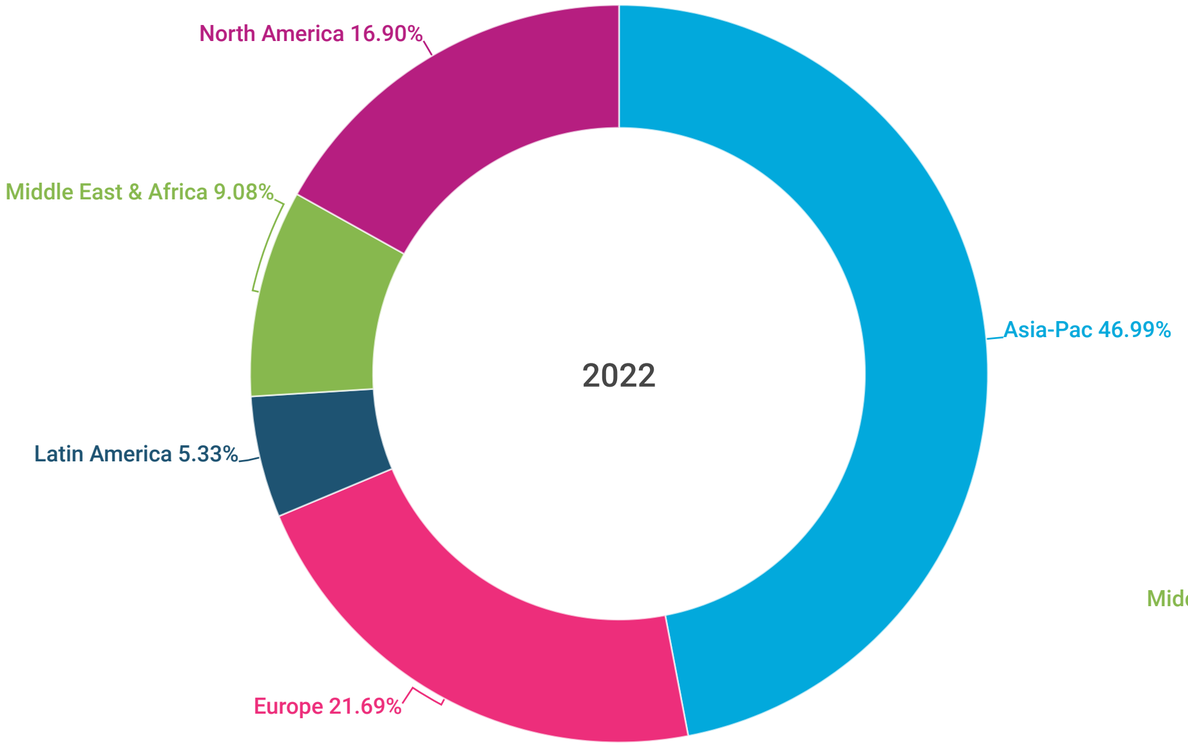
CPaaS provider margin ($)

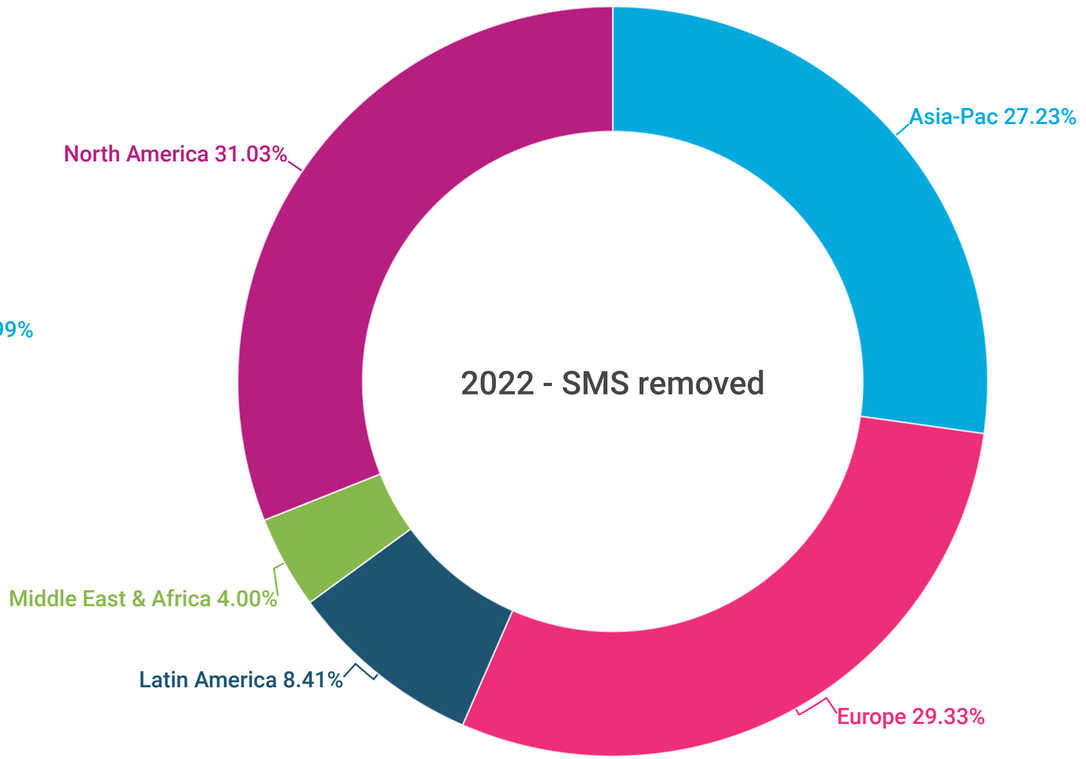
Aggregator mark-up will decrease from 31% of total spend to 28% during the forecast period.



Mobilesquared
Decision ready data

CPaaS revenue by region - SMS impact

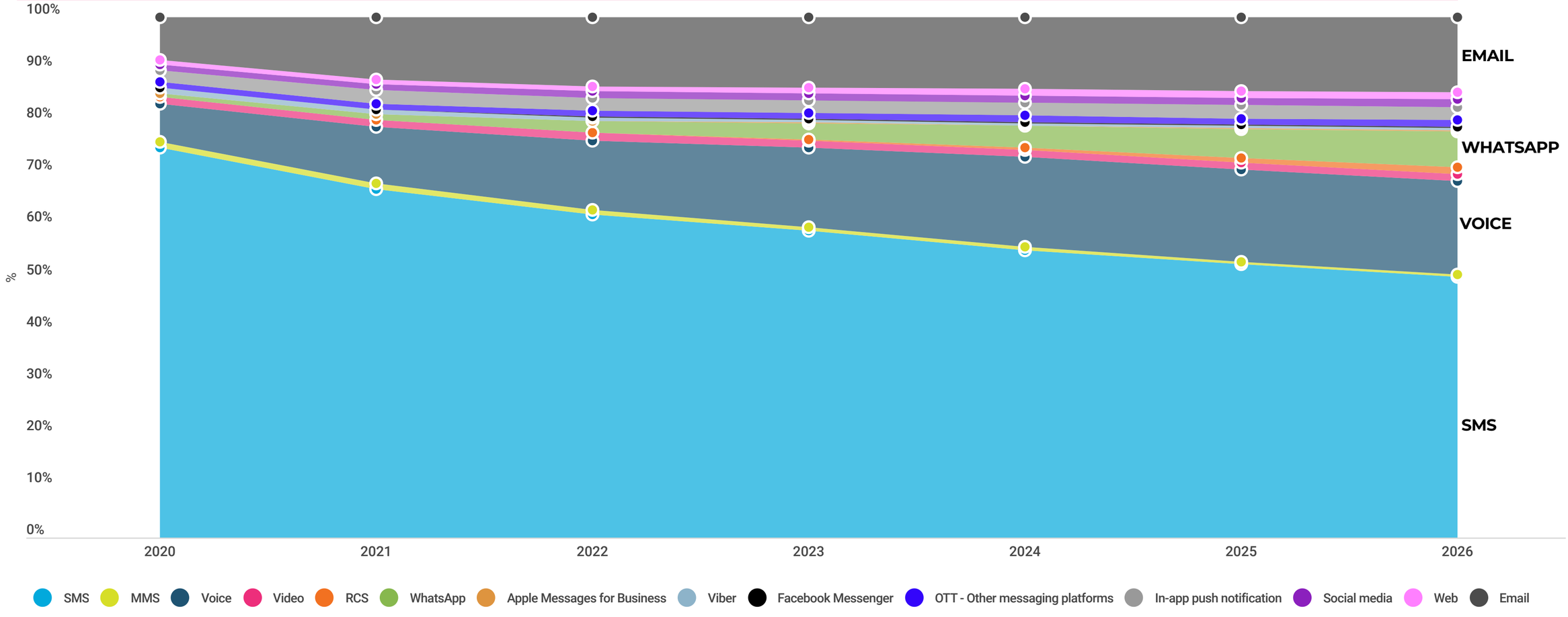




Mobilesquared
Decision ready data

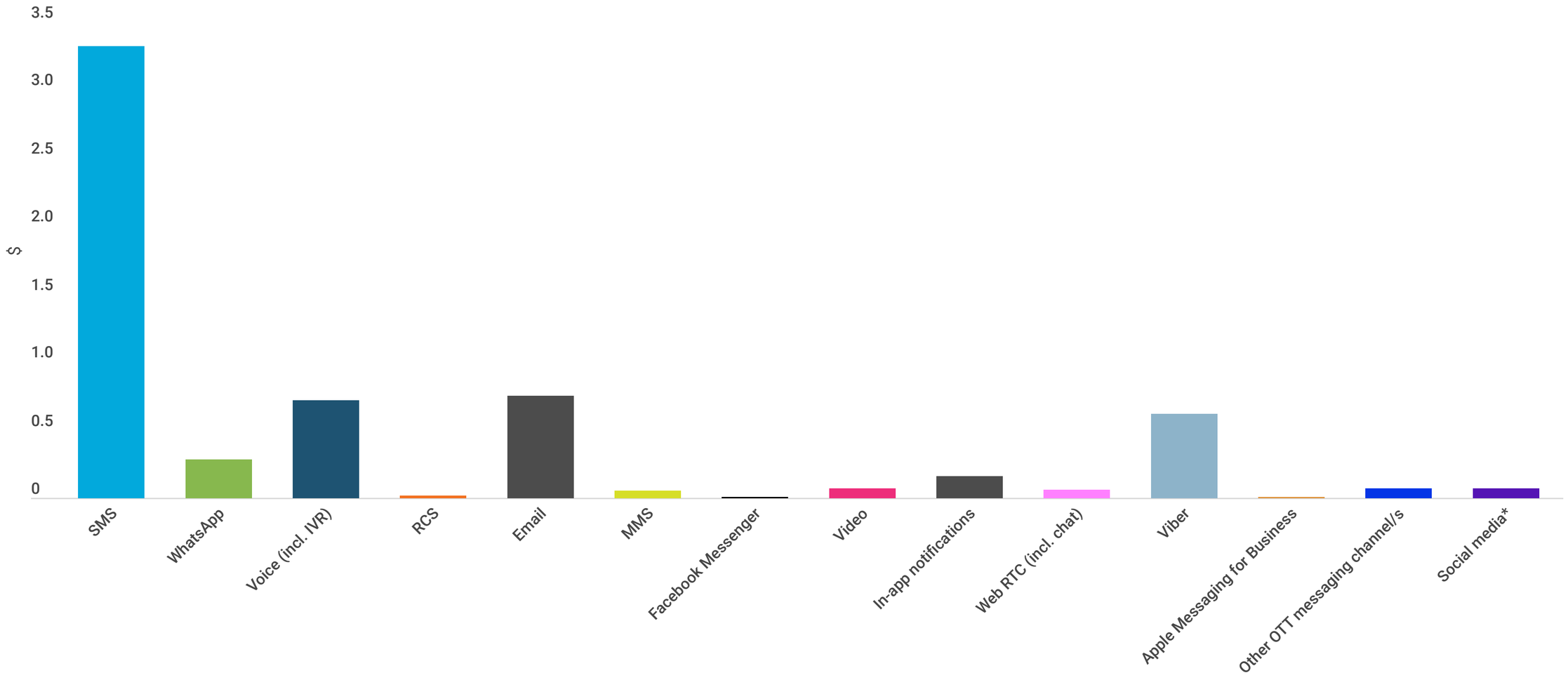
Market share by channel - the 4 pillars

The 4 pillars' CPaaS spend contribution	2020	2021	2022	2023	2024	2025	2026
	91%	91%	91%	90%	90%	89%	



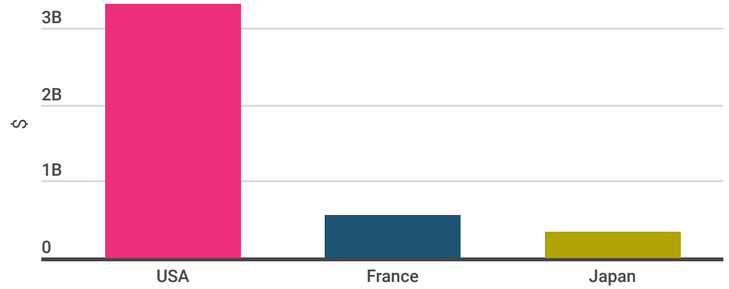
Mobilesquared
Decision ready data

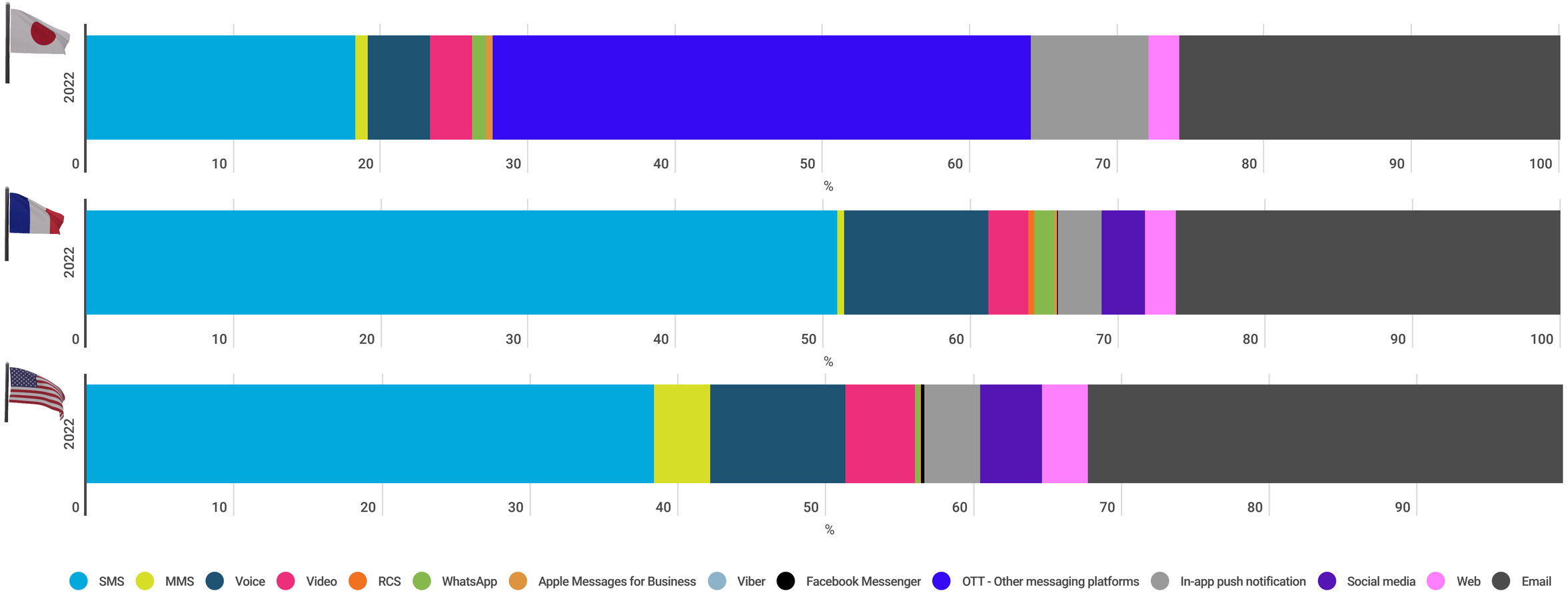
CPaaS ARPU by channel, 2022



Mobilesquared
Decision ready data

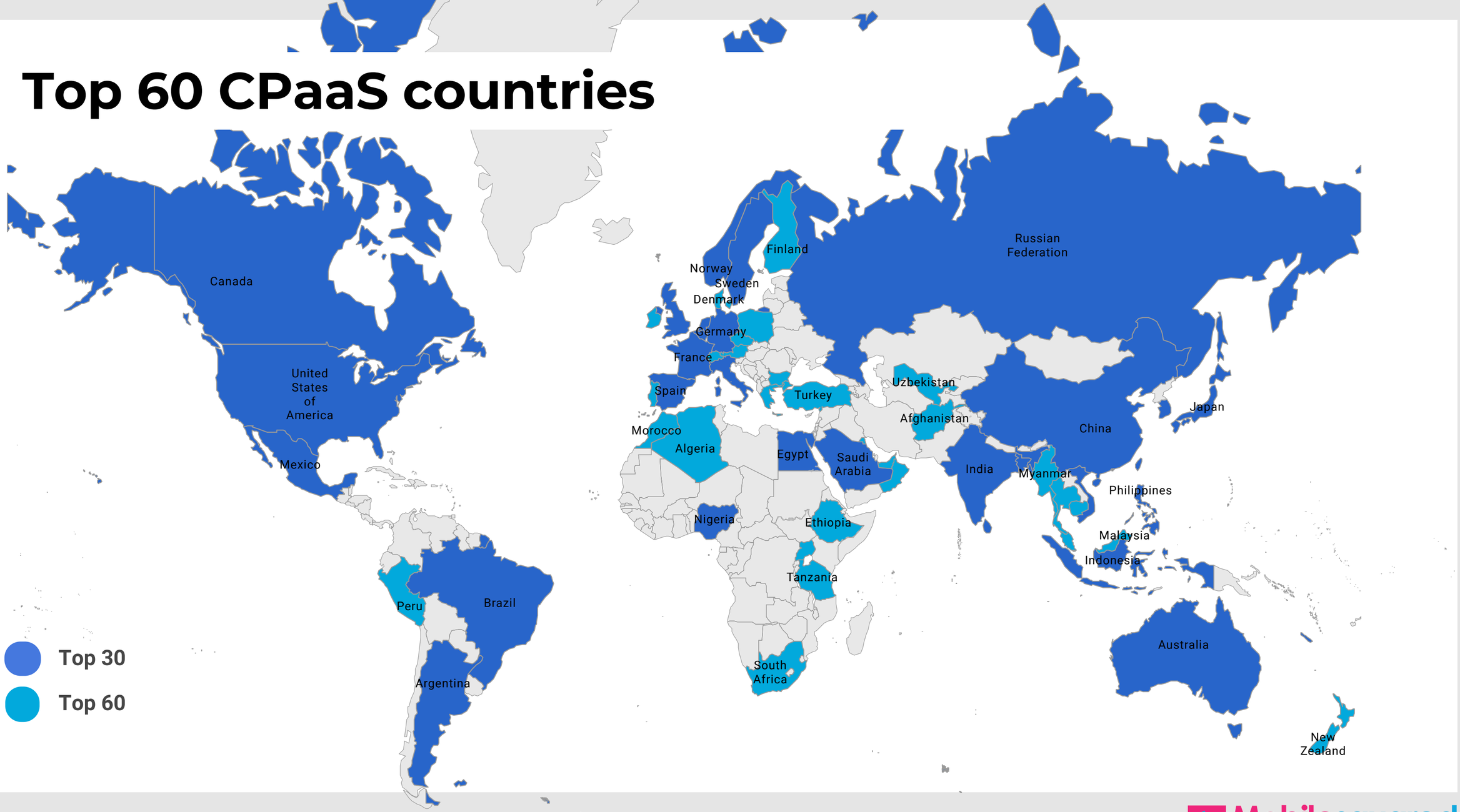
CPaaS country outlook, selected





Mobilesquared
Decision ready data

Top 60 CPaaS countries



Mobilesquared
Decision ready data

CPaaS provider company outlook*

	Number of $billion CPaaS providers	Number of CPaaS providers with growth >20% CAGR	% of total CPaaS spend generated by top 10 CPaaS providers	% of total CPaaS spend generated by top 20 CPaaS providers
2020	7	n/a	63.4%	81.5%
2022	10	9	65.7%	82%
2026	14	14	63.7%	81.6%

Top 38 CPaaS providers include:

sinch, tanla, VONAGE, TATA, infobip, CMS, twilio, link mobility, routemobile communication simplified, bandwidth, gupshup, salesforce, ORACLE, CM Group, CM., SOPRANO, 8x8, LIVEPERSON, CISCO, RingCentral, AVAYA, zendesk, MessageBird, kaleyra, TeleSign, Adobe

* Based on top 38 CPaaS providers as identified by Mobilesquared research

Mobilesquared Decision ready data

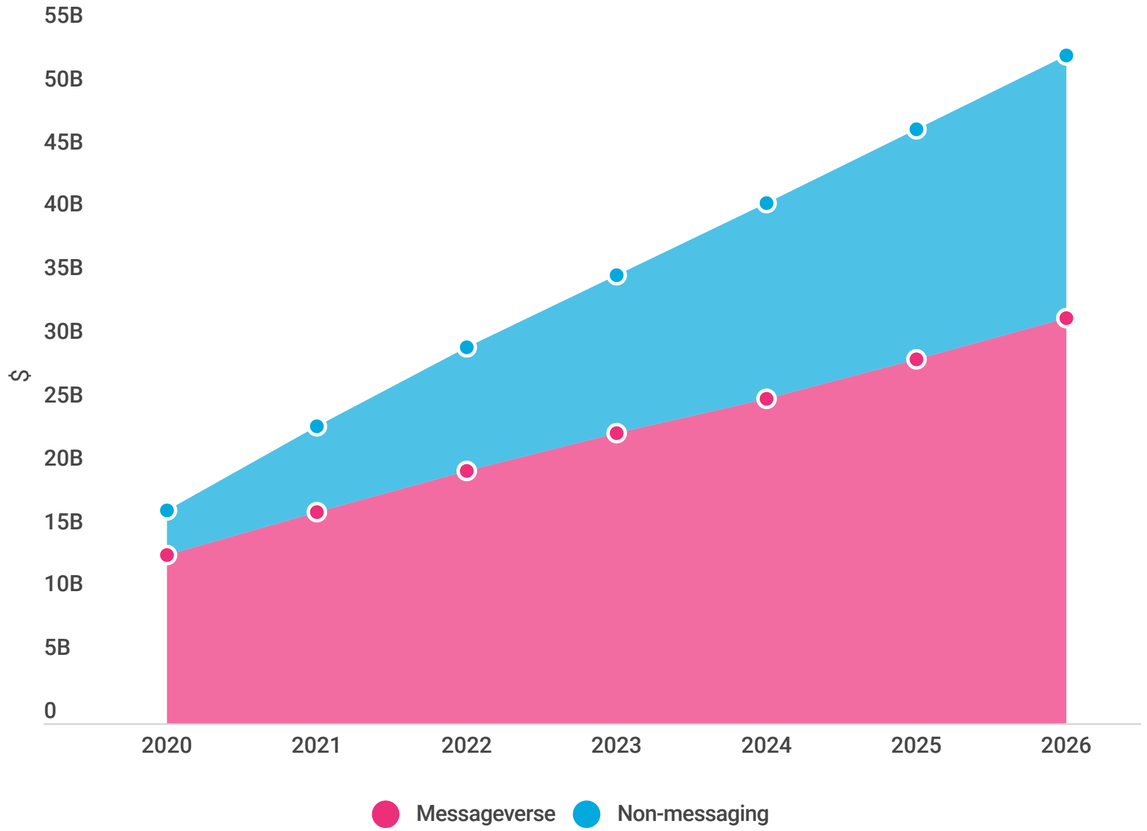
SECTION 3:

CPAAS STATEMENTS

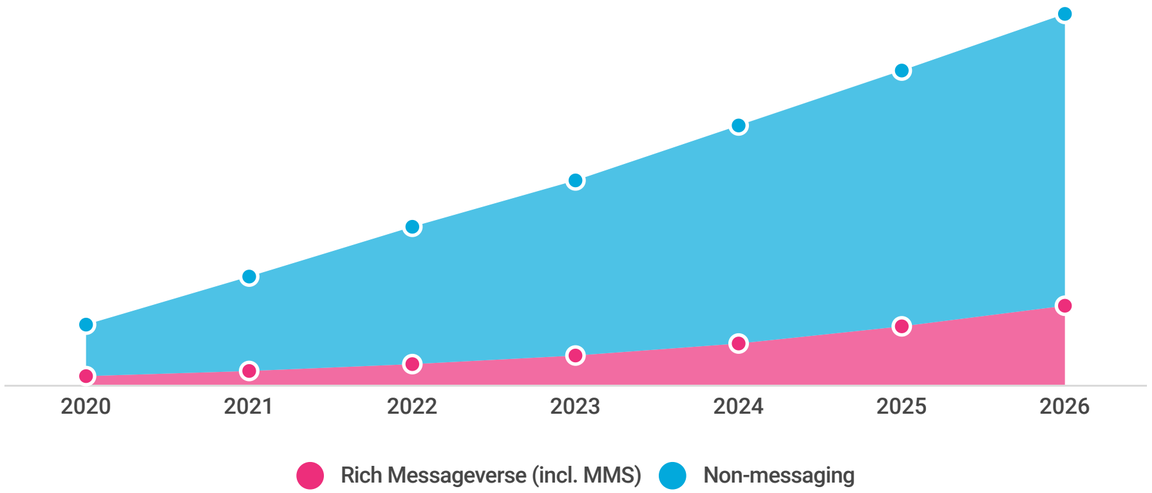
Mobilesquared
Decision ready data

Statement 1: CPaaS is overly reliant on A2P SMS

INCLUDING SMS: The Messageverse accounted for 78.8% of total CPaaS spend in 2020, and will account for 60.8% of total CPaaS spend in 2026. The majority of which comes from SMS.

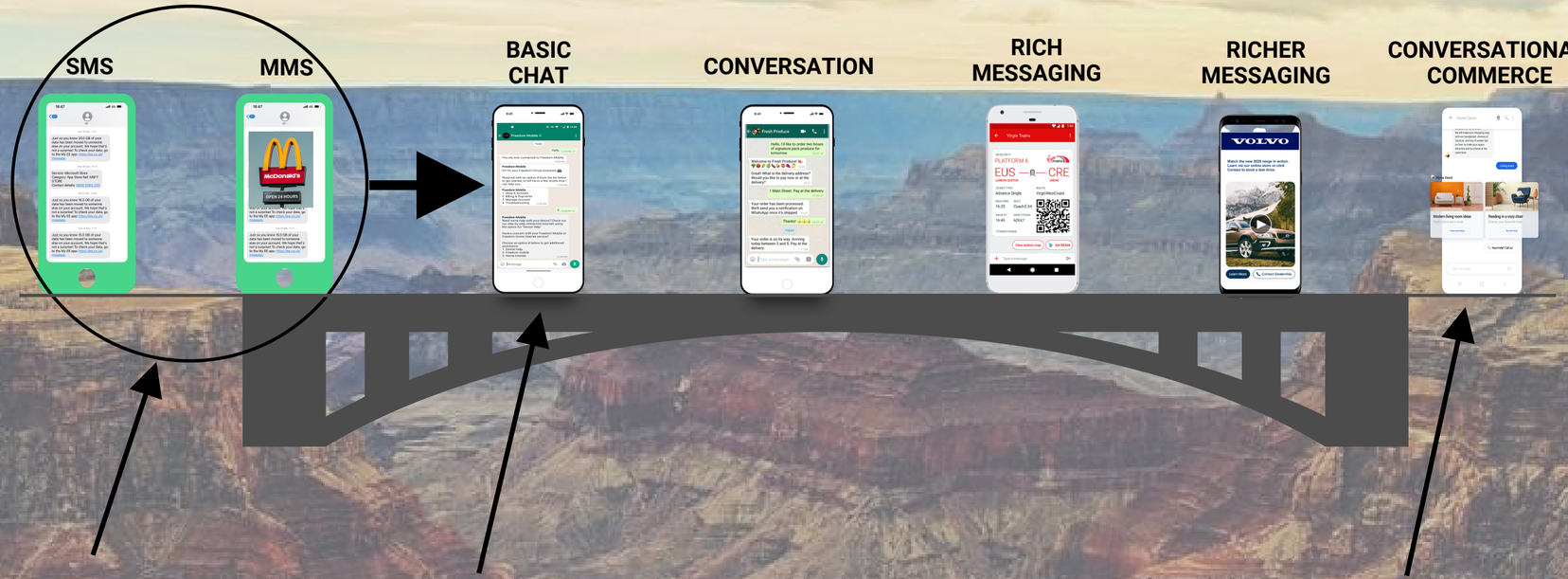


EXCLUDING SMS: CPaaS spend fundamentally changes. Aside from the 75% drop in total spend (in 2020), rich messaging's contribution to total CPaaS spend would have been 15.2% in 2020, rising to 21.5% in 2026. Non-messaging's contribution = 84.8% in 2020, 78.5% in 2026.



Mobilesquared
Decision ready data

Bridging the Messageverse evolution



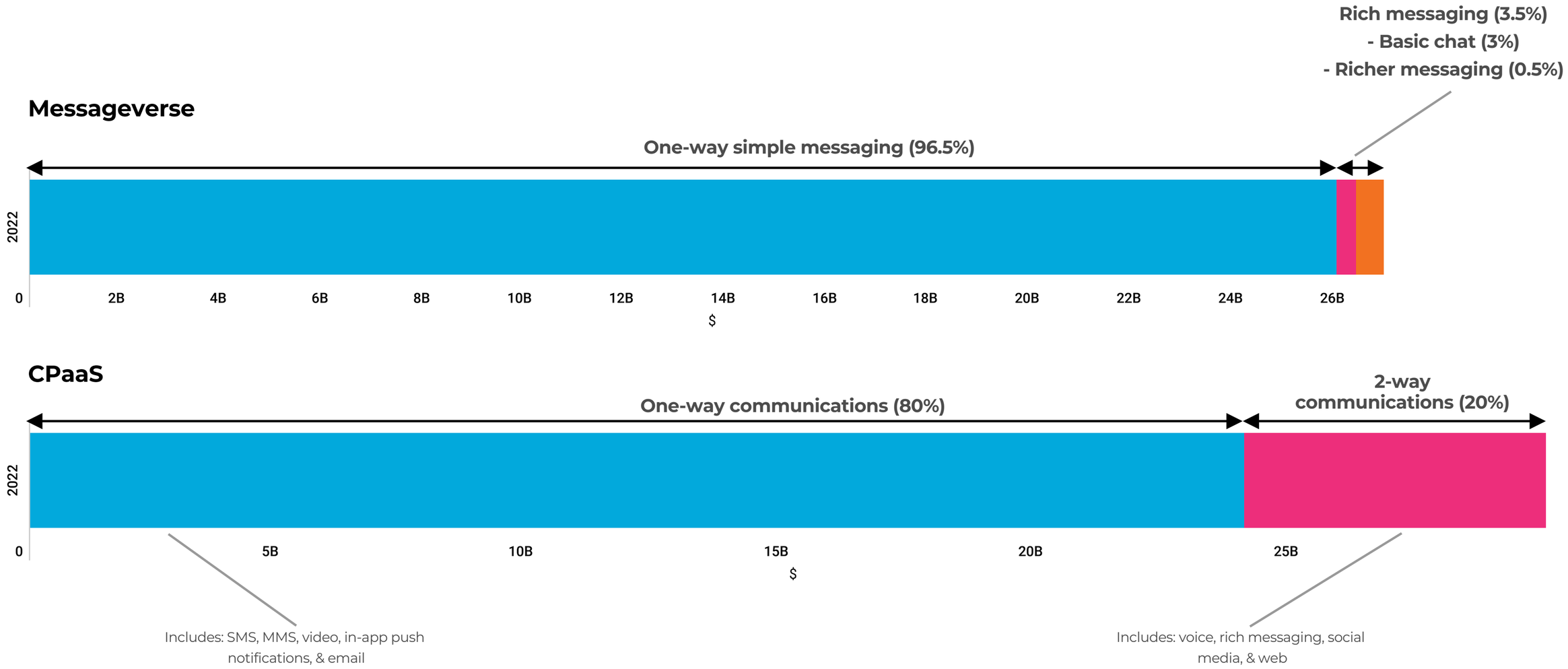
Majority of messaging spend is here

We're migrating to here

But the conversation is always focused here

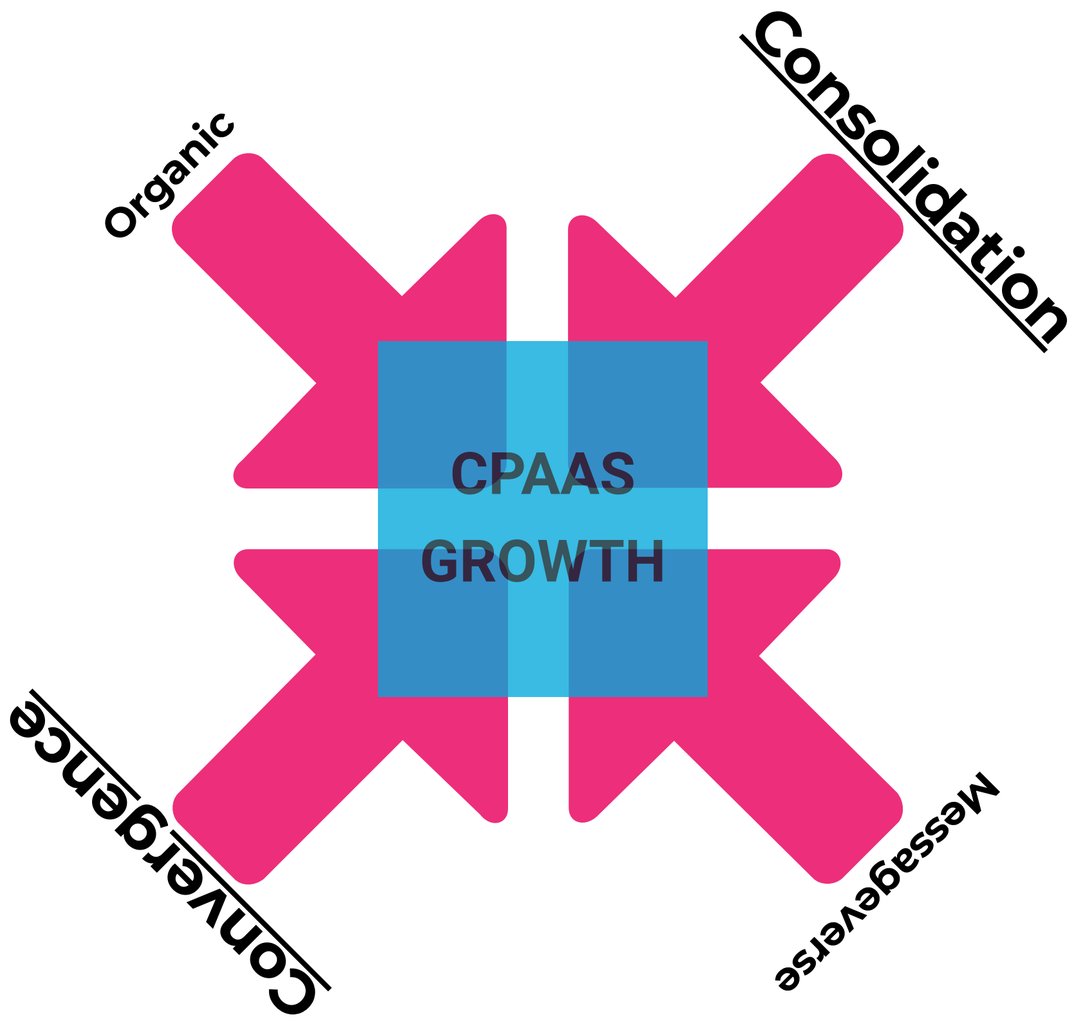
Mobilesquared
Decision ready data

Statement 2: CPaaS dominated by one-way comms



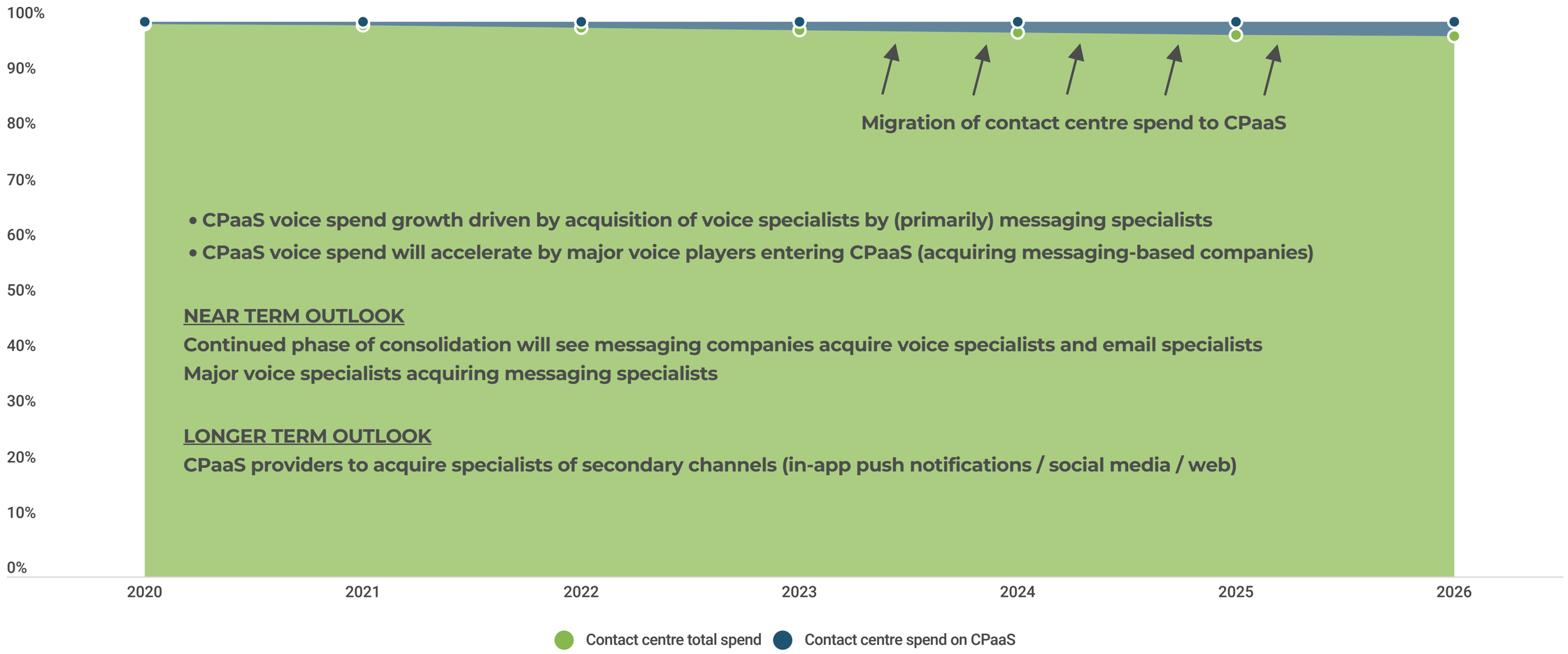
Mobilesquared
Decision ready data

Statement 3: Channel growth driven by the 2 "Cs"



Mobilesquared
Decision ready data

S3i: Consolidation key to CPaaS growth



Mobilesquared
Decision ready data

S3ii: Convergence to drive CPaaS channel growth

Mobilesquared
Decision ready data

Sign up to our CPaaS data service today!

- 12-month subscription
- 4 million datapoints - & growing with each update
- On-going updates
- 200 markets covered
- 14 channels per market split out by:
  - Traffic / Users / Avg traffic per user / Avg traffic per user
  - Spend / spend by value chain / Avg spend per user

- Access to CPaaS-based Analyst briefings
- Access to CPaaS-based Analyst reports
- Subscription also includes the following datasets
  - Population / Mobile subscriptions / Unique mobile users /
  - Device by smartphone & non-smartphone.

Ratecard cost £7,500 Use code CPA10 to receive a 10% discount

Visit www.mobilesquared.co.uk/buy-cpaas-data

Mobilesquared
Decision ready data