WhatsApp Business market data

Region	Country	Category	Mobile operator	Engagement	Value chain	Value	2018	2019	2020	2021	2022e	2023e	2024e	2025e	2026e
Africa	Country C	Population	N/A	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Subscriptions	N/A	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Unique Mobile Users	N/A	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Smartphone users	N/A	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Mobile internet users	N/A	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Rich messaging users	N/A	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX

User data

Africa	Country C	Mobile Subscriptions	Mobile operator 1	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Mobile Subscriptions	Mobile operator 2	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Mobile Subscriptions	Mobile operator 3	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Mobile Subscriptions	Others	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Unique mobile users	Mobile operator 1	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Unique mobile users	Mobile operator 2	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Unique mobile users	Mobile operator 3	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Unique mobile users	Others	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	WhatsApp users	N/A	N/A	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX

WhatsApp traffic data

Africa	Country C	Annual A2P Traffic by Engagement - App	N/A	Events	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Annual A2P Traffic by Engagement - App	N/A	Event messages	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Annual P2A Traffic by Engagement - App	N/A	Sessions	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Annual P2A Traffic by Engagement - App	N/A	Session messages	N/A	N/A	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Annual A2P Traffic by Engagement - API	N/A	Events	N/A	N/A		X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Annual A2P Traffic by Engagement - API	N/A	Sessions	N/A	N/A		X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Annual A2P Traffic by Engagement - API	N/A	Session messages	N/A	N/A		X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Annual P2A Traffic by Engagement - API	N/A	Sessions	N/A	N/A			X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX
Africa	Country C	Annual P2A Traffic by Engagement - API	N/A	Session messages	N/A	N/A			X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX	X,XXX,XXX.XX

WhatsApp spend ($) data

Africa	Country C	Annual A2P Spend by Engagement, Value chain & Value - API	N/A	Events	WhatsApp	Message		$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX
Africa	Country C	Annual A2P Spend by Engagement, Value chain & Value - API	N/A	Sessions	WhatsApp	Session		$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX
Africa	Country C	Annual P2A Spend by Engagement, Value chain & Value - API	N/A	Sessions	WhatsApp	Session		$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX
Africa	Country C	Annual Spend by Engagement, Value chain & Value - API	N/A	Per brand	Aggregator	Monthly fee		$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX
Africa	Country C	Annual A2P Spend by Engagement, Value chain & Value - API	N/A	Events	Aggregator	Message		$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX
Africa	Country C	Annual A2P Spend by Engagement, Value chain & Value - API	N/A	Sessions	Aggregator	Message			$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX
Africa	Country C	Annual P2A Spend by Engagement, Value chain & Value - API	N/A	Sessions	Aggregator	Message			$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX	$ X,XXX,XXX.XX

WhatsApp averages (per month)

Africa	Country C	Average A2P Traffic by Engagement - App	N/A	Events	N/A	N/A		X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
Africa	Country C	Average A2P Traffic by Engagement - App	N/A	Event messages	N/A	N/A		X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
Africa	Country C	Average P2A Traffic by Engagement - App	N/A	Sessions	N/A	N/A		X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
Africa	Country C	Average P2A Traffic by Engagement - App	N/A	Session messages	N/A	N/A		X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
Africa	Country C	Average A2P Traffic by Engagement - API	N/A	Events	N/A	N/A		X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
Africa	Country C	Average A2P Traffic by Engagement - API	N/A	Sessions	N/A	N/A		X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
Africa	Country C	Average A2P Traffic by Engagement - API	N/A	Session messages	N/A	N/A		X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
Africa	Country C	Average P2A Traffic by Engagement - API	N/A	Sessions	N/A	N/A			X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
Africa	Country C	Average P2A Traffic by Engagement - API	N/A	Session messages	N/A	N/A			X.XX	X.XX	X.XX	X.XX	X.XX	X.XX	X.XX
Africa	Country C	Average A2P Spend by Engagement, Value chain & Value - API	N/A	Events	WhatsApp	Message		$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX
Africa	Country C	Average A2P Spend by Engagement, Value chain & Value - API	N/A	Sessions	WhatsApp	Session		$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX
Africa	Country C	Average P2A Spend by Engagement, Value chain & Value - API	N/A	Sessions	WhatsApp	Session		$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX
Africa	Country C	Average Spend by Engagement, Value chain & Value - API	N/A	Per brand	Aggregator	Monthly fee		$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX
Africa	Country C	Average A2P Spend by Engagement, Value chain & Value - API	N/A	Events	Aggregator	Message		$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX
Africa	Country C	Average A2P Spend by Engagement, Value chain & Value - API	N/A	Sessions	Aggregator	Message		$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX
Africa	Country C	Average P2A Spend by Engagement, Value chain & Value - API	N/A	Sessions	Aggregator	Message			$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX	$ X.XX

Please note, sample datasheet only, subject to change