

WHATSAPP BUSINESS MESSAGING FORECASTS

by country 2018-24



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The Global WhatsApp Business Messaging Forecasts by Country 2018-2024, are the world's first projections on WhatsApp's big push into the business messaging arena. This is also the first report to split out WhatsApp's 2 billion users by nearly 200 markets, and then projected this forward to 2024.

The WhatsApp user base has formed the basis of our WhatsApp Business messaging forecasts, which we have split out by two use cases :

- WhatsApp for Business app – predominantly micro and small businesses which have downloaded the app.
- WhatsApp Business API – predominantly medium and large enterprises which are using APIs provided by WhatsApp Business partners.

We have then split out these use cases by engagement type (A2P broadcast messages / P2A chat messages / P2A chats / total messages).

And then applied spend, where applicable (by value chain (aggregator / aggregator message rate / aggregator fee / WhatsApp message fee / total).

The following provides a sneak preview of the Databook & report contents ...

WHATSAPP USERS (GLOBAL)



2018



2019

WHATSAPP BUSINESSES 2019

APP



5.25 mln

API

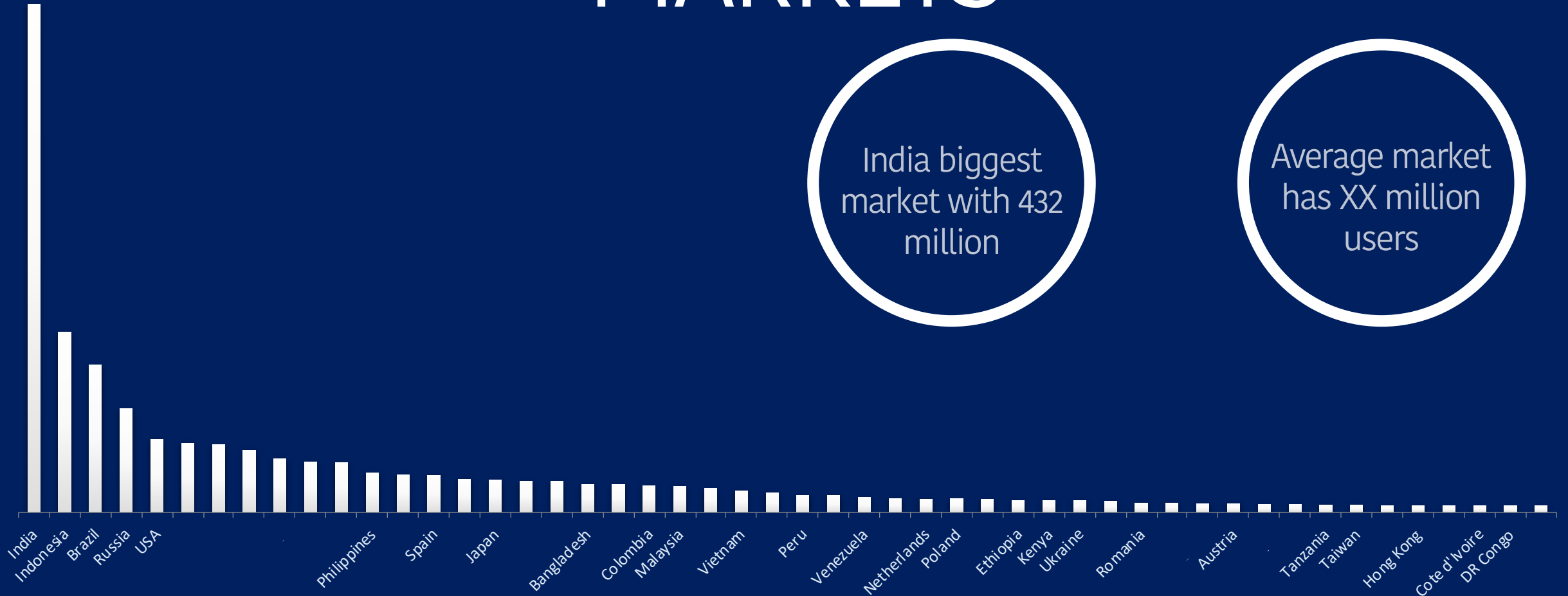


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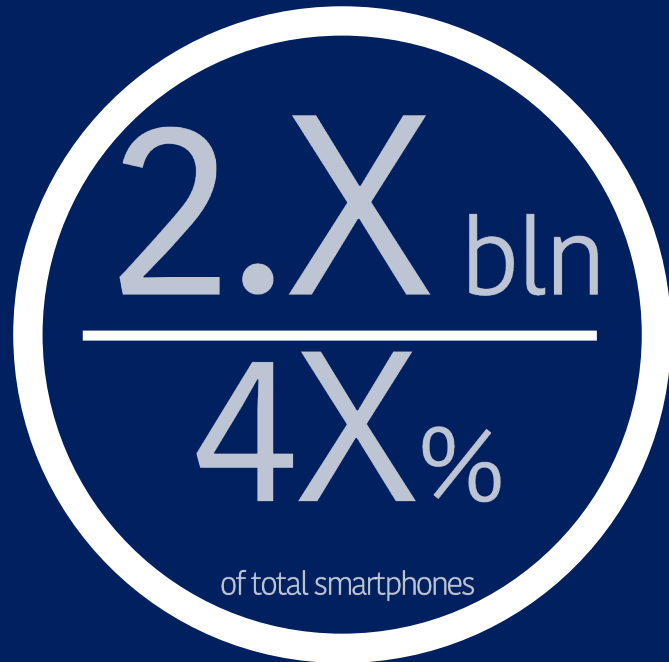
WHATSAPP USERS, TOP 5 MARKETS



WHATSAPP USERS - TOP 50 MARKETS



WHATSAPP USER FORECASTS



2020



2024

WHATSAPP BUSINESS APP

2019



5.25 mln

2024



X.X mln

WHATSAPP BUSINESS APP

2024

2019

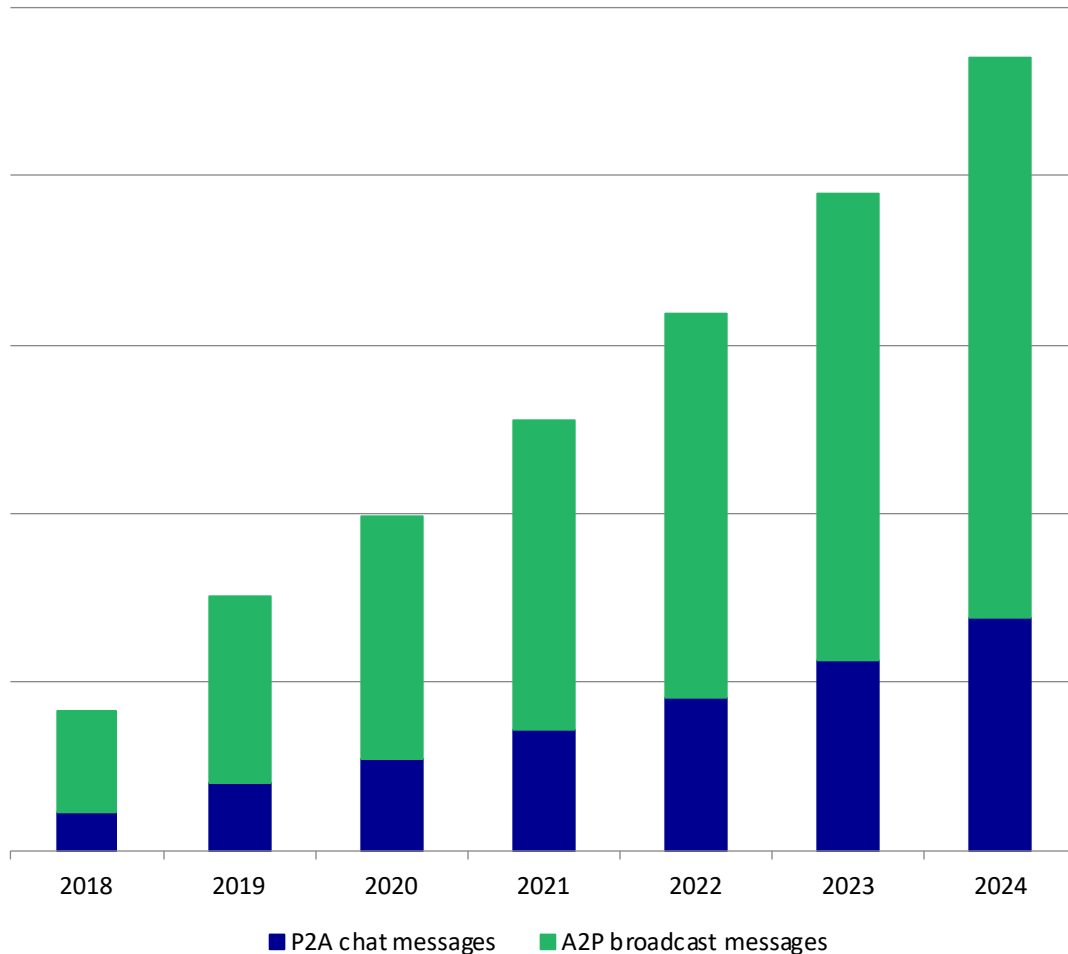


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XXXXXX



INTERACTIONS – APP



- Broadcast will account for approximately XX of total app-based traffic
- Asia to account for almost X% of traffic, Africa second largest region, but XXX the traffic of XXXXX
- North America + West Europe to account for XX% of total traffic.

Avg engagement per user per month

2019
XXX

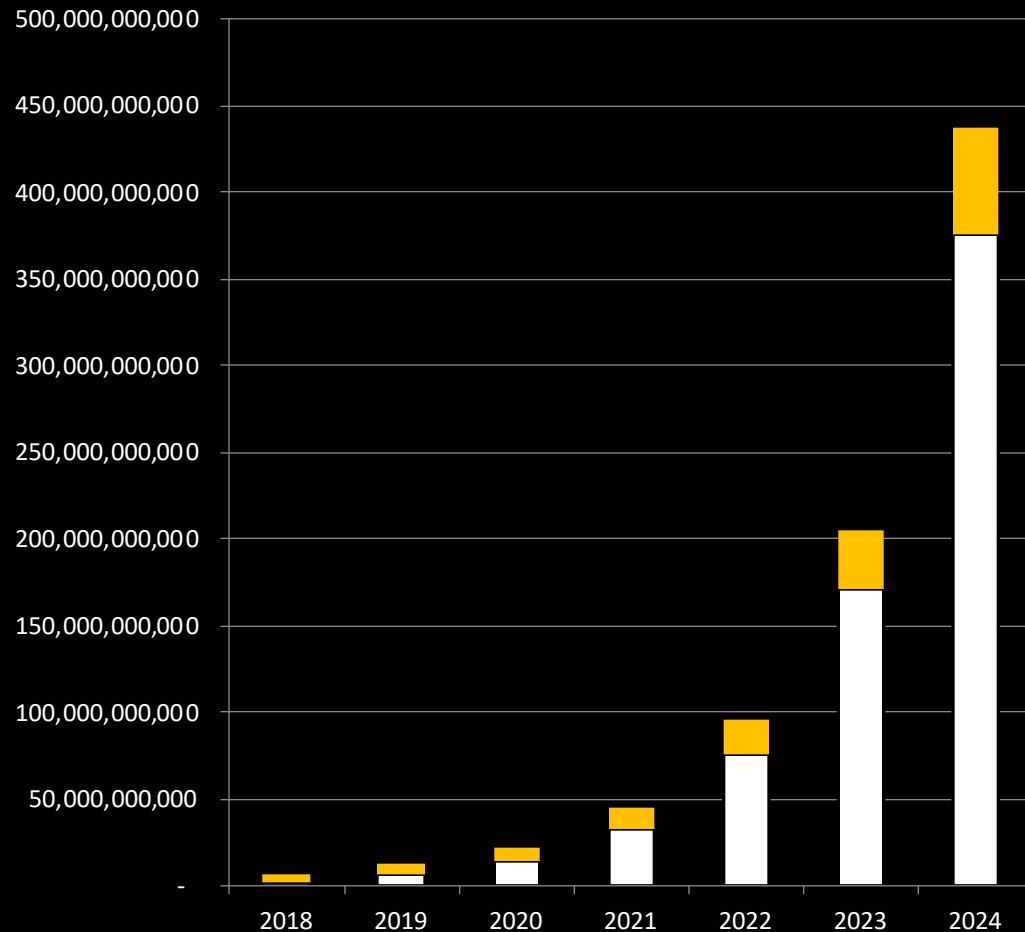
2024
XXX

Avg engagement per brand per month

2019
XXXX

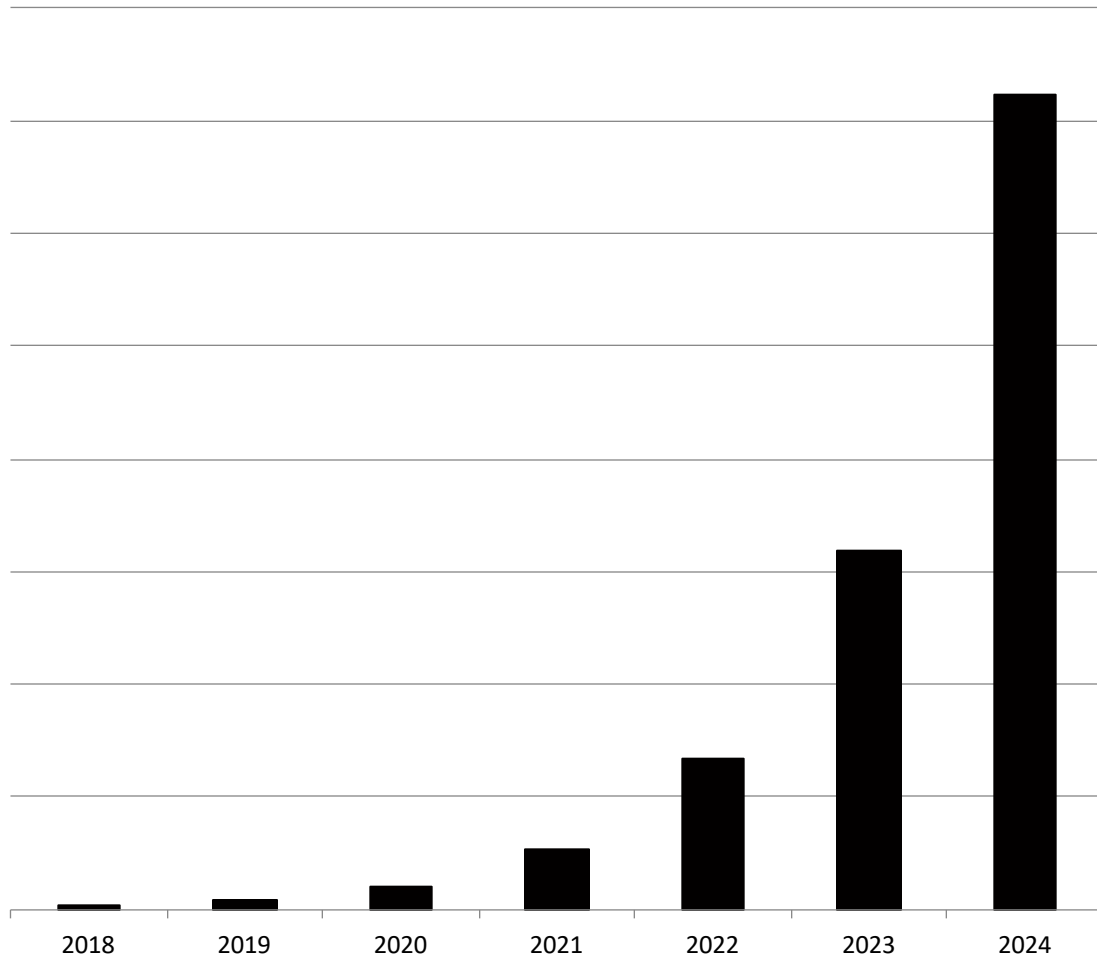
2024
XXXX

INTERACTIONS – TOTAL TRAFFIC



- Total app traffic currently accounts for XX% of traffic
- During 2021 API total traffic XXXXXX app traffic
- By 2024, API traffic will account for XX% of total traffic.

SPEND (US\$)



- Total spend in 2019 \$XXXX million, rising to \$XXXX billion by 2024 – a CAGR of XXX%
- Asia to account for around XX% of spend, Europe (West + East) around XX%, and Americas (North + Latin) XX%
- East Europe followed by Africa to experience the largest CAGR over the forecast period
- Spend (on avg) will be split XX% WhatsApp / XX% WhatsApp partners.

Avg API spend per user per month

2019
\$XXXX

2024
\$XXXX

Avg API spend per brand per month

2019
\$XXXX

2024
\$XXXX

WHATSAPP BUSINESS DRIVING P2A

WhatsApp

RCS

SMS



WhatsApp

ABC

RCS

A2P

P2A

WHATSAPP BUSINESS ADOPTION IMPACT



DATABOOK CONTENTS

- **WhatsApp users by region / country**
- **WhatsApp users as percentage of total smartphones by region / country**
- **WhatsApp Business App users**
- **WhatsApp Business App engagement by A2P broadcast messages / P2A chat messages / P2A chats / total messages**
- **WhatsApp Business App average engagement by users by A2P broadcast messages / P2A chat messages / P2A chats / total messages**
- **WhatsApp Business App average engagement by brand by A2P broadcast messages / P2A chat messages / P2A chats / total messages**
- **WhatsApp Business API users**
- **WhatsApp Business API engagement by A2P broadcast messages / P2A chat messages / P2A chats / total messages**
- **WhatsApp Business API average engagement by users by A2P broadcast messages / P2A chat messages / P2A chats / total messages**
- **WhatsApp Business API average engagement by brand by A2P broadcast messages / P2A chat messages / P2A chats / total messages**
- **WhatsApp Business API spend by value chain (aggregator / aggregator message rate / aggregator fee / WhatsApp message fee / total) and by engagement (A2P template messages / P2A chat messages / per brand / total)**
- **WhatsApp Business API average spend per user by value chain (aggregator / aggregator message rate / aggregator fee / WhatsApp message fee / total) and by engagement (A2P template messages / P2A chat messages / per brand / total)**
- **WhatsApp Business API average spend per brand by value chain (aggregator / aggregator message rate / aggregator fee / WhatsApp message fee / total) and by engagement (A2P template messages / P2A chat messages / per brand / total)**



WHATSAPP BUSINESS MESSAGING TRAFFIC & SPEND FORECASTS

(by country & region 2019-24)

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