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Global telecoms market: trends and forecasts 2019–2024

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February 2020, based on data up to 1Q 2019

About this report

This report provides:

- **a 5-year forecast of more than 180 mobile and fixed KPIs for the worldwide telecoms market**, as a whole and for eight regions modelled
- **an in-depth analysis of the trends, drivers and forecast assumptions** for each type of mobile and fixed service, and for key countries
- **an overview of operator strategies and country-specific topics**, in order to highlight similarities and differences by means of a cross-country comparison
- **a summary of results, key implications and recommendations** for mobile and fixed operators.

Our forecasts are informed by on-the-ground regional market experts from our topic-led research programmes and our consulting division, as well as external interviews. In addition to our robust set of historical data, our forecasts draw on a unique and in-house modelling tool, which applies a rigorous methodology (reconciliation of different sources, standard definitions, top-down and bottom-up modelling).

DataHub

Our forecasts are refined throughout the year. This report presents the results at the time of publication and will continue to give useful background information about key drivers. However, we recommend that you always use the Analysys Mason DataHub to view the latest data associated with this report.

REPORT COVERAGE

Geographical

Regions modelled

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

Key performance indicators

Connections

Mobile

- Handset, mobile broadband,[1] IoT[2]
- Prepaid, contract
- 2G, 3G, 4G, 5G
- Smartphone, non-smartphone

Fixed

- Voice, broadband, IPTV, dial-up
- Narrowband voice, VoBB
- DSL, FTTP/B, cable, BFWA, 5G, other

Voice traffic

Fixed and mobile

- Outgoing minutes, MoU

Revenue

Mobile

- Service,[3] retail
- Prepaid, contract
- Handset, mobile broadband,[1] IoT[2]
- Handset voice, messaging, data

Fixed

- Service,[3] retail
- Voice, broadband, IPTV, dial-up, specialist business services
- DSL, FTTP/B, cable, BFWA, other

ARPU

Mobile

- SIMs, handset
- Prepaid, contract
- Handset voice, data

[1] Includes USB modem, and mid- and large-screen, but not handset-based data.
[2] IoT connections and revenue figures include mobile services only.
[3] Service revenue is the sum of retail and wholesale revenue.

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Contents [1]

Contents [2]

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List of figures [1]

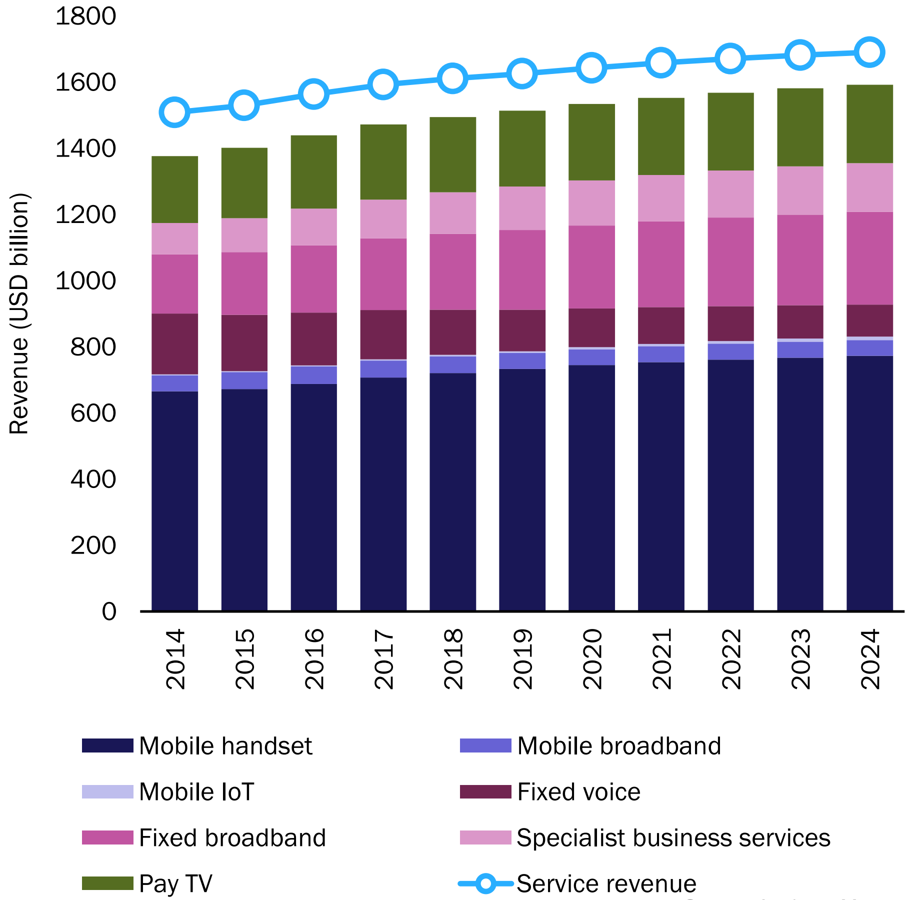
List of figures [2]

List of figures [3]

List of figures [4]

Growth in the global telecoms service revenue will be driven by growth in both the number of fixed broadband connections and mobile handset data revenue

Figure 1: Telecoms and pay-TV retail revenue by type, and total service revenue, worldwide, 2014–2024



Source: Analysys Mason

Mobile handset revenue will account for 49% of the total retail revenue worldwide in 2024 due to the mobile-centric nature of developing regions.

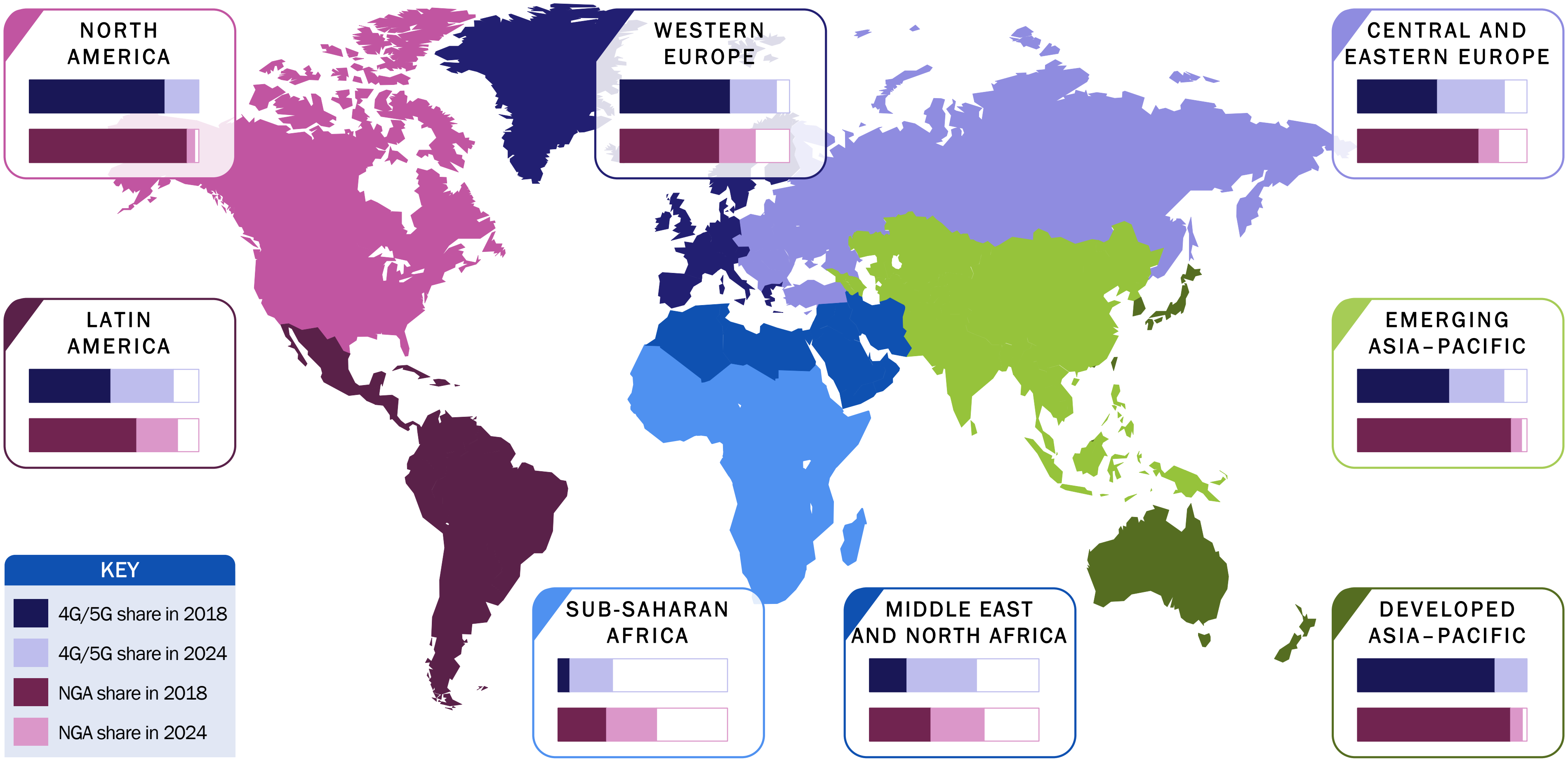
The total mobile service revenue worldwide will grow at a CAGR of 0.9% between 2018 and 2024. This growth will be driven by a rise in the number of mobile handsets in developing markets such as Latin America (LATAM), emerging Asia–Pacific (EMAP) and Sub-Saharan Africa (SSA). The latter two regions, as well as a significant part of the Middle East and North Africa (MENA), are particularly mobile-centric, and the fixed markets in these regions are still highly underdeveloped. As such, the mobile retail market is a key driver of telecoms service revenue growth in these areas.

Fixed revenue will increase due to a growing demand for high-speed connections.

Fixed voice retail revenue worldwide will fall from USD125 billion in 2019 to USD97 billion in 2024, but the total fixed retail revenue will increase due to growth in fixed broadband revenue. The fixed broadband market will benefit from an increase in the number of next-generation access (NGA) networks in all regions. SSA will have the lowest NGA share of all regions (58% in 2024) because low incomes and a high rural population makes investment in infrastructure difficult. The NGA share in North America (NA), developed Asia–Pacific (DVAP) and Western Europe (WE) will be more than 96% by 2024, aided by government incentives and operator investments motivated by cost savings.

Geographical coverage: the 4G/5G share of mobile connections in North America and developed Asia–Pacific will reach 100% by 2024

Figure 3: 4G/5G share of mobile connections and NGA share of fixed broadband connections by region, worldwide, 2018 and 2024[1]



[1] For a full list of countries modelled as part of each region, please see the accompanying data annex. Mobile connections exclude IoT connections. NGA share of fixed broadband connections is calculated as cable, VDSL and FTTP/B connections (that provide access speeds of 30Mbit/s or more) divided by the total number of fixed broadband connections.

Contents

About the author

Ibraheem Kasujee (Research Analyst) is a member of the regional markets research team in London, contributing primarily to the *Telecoms Market Matrix* and *European Country Reports* research programmes. Ibraheem holds a BSc in Economics from the University of Warwick, and wrote his dissertation on the impact of technology on sleep.

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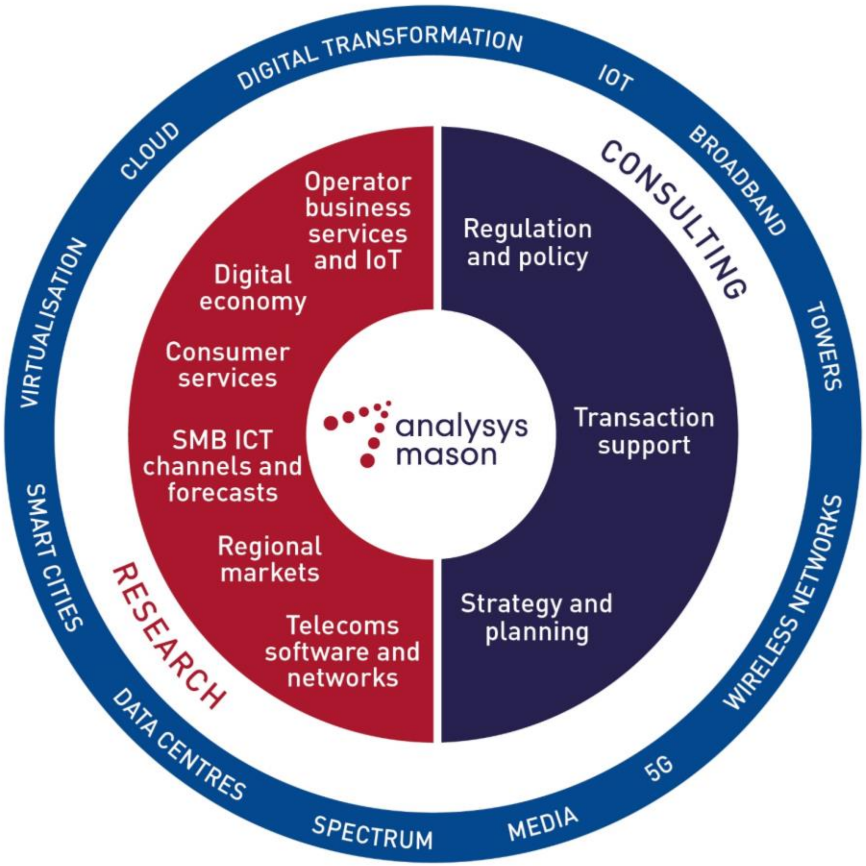

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