

Kuwait Telecommunications Report Q2 2016

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Abstracts

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BMI View: Latest Updates & Industry Developments

Monthly blended average revenue per user (ARPU) continued to decline in the face of intense competition, to KWD7.2 in Q215. Despite a boost from data services, ARPU's will decline to KWD20.1 by the end of 2016 and further to KWD18.9 by the end of our newly extended forecast in 2020.

Efforts to migrate customers to higher-value services will result in strong growth in the 3G/4G market? where we project the number of subscriptions to rise from 4.63mn in 2016 to 5.49mn, or 71.3% of total mobile subscriptions, by 2020.

The broadband market also holds significant growth capacity, with penetration remaining low considering income levels in Kuwait and in a regional context. BMI forecasts the market to reach 957,000 subscriptions and a 23.9% penetration rate by the end of 2016. We forecast this to rise to 1.08mn by 2020, for a penetration rate of just over 25%.

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