

Sweden Telecommunications Report Q2 2016

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Abstracts

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BMI View: Saturation in Sweden's telecoms market means operators are looking to diversify their product portfolios to find new revenue streams. With the ongoing shift from fixed solutions to mobile services? operators are increasingly turning towards the Internet of Things and connected products, such as cars, to drive growth. However, the success of these solutions in increasing average revenue per user (ARPU) may be limited unless they are bundled as part of shared data plans.

Latest Updates & Industry Developments

Mobile subscriptions will reach 14.4mn in 2016, at a penetration rate of 145.8%, indicating the saturation of the market.

The broadband segment continues to experience modest growth, with 5.7mn subscribers in 2016 rising to 6.0mn in 2020.

The fixed voice market will continue to decline, falling from 3.6mn in 2016 to 3.2mn in 2020.

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