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Abstracts

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BMI View:The Swiss telecoms market takes advantage of high-income households and a willingness to pay to top services which drive ARPU, but the dominance of incumbent Swisscom remains a concern. Pricecutting has failed with operators, including the new entrant Salt Mobile, competing on services, but Swisscom continues to call the shots, as highlighted by its move for convergence to consolidate its leadership in a saturated market.

There were 10.75mn mobile subscribers in Switzerland as of Q215, a y-o-y growth of 0.7%. Swisscom continues to dominate the market with a share of over 60%.

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