

Digital Landscape in Western Europe

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Abstracts

Western Europe continues to evolve digitally, with consumers increasingly embracing digital services. The digital evolution is being driven by investment in infrastructure by governments and key operators, leading to enhancements in broadband quality and internet penetration rates. The Scandinavian nations continue to be digital leaders, although countries like the UK are increasingly challenging them. Mobile and 5G will likely be key regional trends in Western Europe over the forecast period.

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