

Global Wireless Telecommunication Services Industry 2012-2017: Trend, Profit, and Forecast Analysis, June 2012

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Abstracts

Background:

Although the global wireless telecommunication services industry is expected to maintain rather modest growth in 2012, overall industry revenue is forecast to reach an estimated US \$1,104 billion in 2017 with a CAGR of 4.8% over the next five years (2012–2017).

Lucintel, a leading global management consulting and industry research firm, has analyzed the global wireless telecommunication services industry and presents its findings in “Global Wireless Telecommunication Services Industry 2012-2017: Trend, Profit, and Forecast Analysis.”

The wireless telecommunications services industry includes mobile phones, pagers, and other wireless telecommunication device support. The industry is relatively consolidated in terms of key players, suppliers, and buyers. Europe dominates this industry with 35% of the global industry share. China Mobile Ltd. and Vodafone Group plc are the two dominant global players in this highly competitive industry. Competition rivalry is high due to a large number of operators that compete on price as well as services. The threat of substitute is moderate due to use of VoIP (Voice over Internet Protocol) services. A combination of factors such as governmental regulations, the large number of subscribers, customer churn rates, and average revenue per user significantly affects industry dynamics.

Regulatory compliance, licensing requirements, global competitiveness, high debt, and abundant alternatives to customers at a minimal cost are some of the challenges facing

the industry. Consistent expansion in mobile communication options and increased demand for emerging devices such as smart phones and tablets are expected to drive the market. Increased broadband services and wireless penetration are likely to drive growth in the APAC region and spending in emerging economies such as Latin America, Brazil, and South Africa.

Europe is anticipated to continue leading the industry with the highest industry share, followed by APAC and ROW during the forecast period. The APAC region represents good growth potential over the next five years. Continuing investments in expanding network connectivity, infrastructure upgrades, and growing numbers of wireless subscribers are expected to drive growth to new heights. Based on emerging trends, the new fourth-generation (4G) long-term evolution (LTE) broadband wireless technology evolution path is projected to drive future growth.

Lucintel's report is a cost-effective tool that presents an overview of the global wireless telecommunication services market. The report tracks one industry segment for four regions, North America, Europe, APAC, and Rest of World; thus, it tracks four segments of the global wireless telecommunication services market. The report is limited to wireless telecommunication services including mobile devices, pagers, 2G/3G/4G services including cellular voice services, text messaging, and wireless broadband.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global industry and it offers significant benefits in expanding business opportunities throughout the global wireless telecommunication services industry. In a fast-paced ever- changing world, business leaders need every advantage available to them in a timely manner to drive change in the industry and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

Features and Scope of this Report:

To make any investment or strategic decision, you need adequate and timely information. This industry report fulfills this core need. Some of the features of this industry report are:

Industry size estimates in terms of (US \$) value by regions and by segment

Global wireless telecommunication services industry annual trend (2006-2011) and forecast (2012-2017)

Porter's Five Force analysis

New product launch and merger and acquisition activity in global wireless telecommunication services industry

Quarterly demand trend (Q1 2010-Q4 2011) and forecast analysis (Q1 2012 – Q4 2012) for global wireless telecommunication services industry

Gross and net profit trends in the global wireless telecommunication services industry

Cost structure trend in the global as well as by regional

Who Can Benefit From This Report?

This study is intended for senior level executives, sales, marketing and business development professionals at various nodes of value chain of this market. This multi-client industry study from Lucintel is used by small to multi-national Fortune 500 companies and utilized for a variety of reasons as follows.

Business development

Strategic planning

Business presentation

Determination of market size and trend

Competitive analysis

Resource and Inventory Management

Budgeting

Investment Decision

Research Methodology:

Lucintel has closely tracked and conducted research on hundreds of markets since 1998. This study is a result of years of ongoing research and continuous monitoring of industry dynamics and trends at various nodes of the value chain from both the supply side and the demand side. Lucintel compiles vast amounts of data from numerous sources, validates the integrity of that data, and performs a comprehensive analysis on it. Lucintel then organizes the data, its findings, and insights into a concise report designed to support the strategic decision-making process.

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