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Internet Access in Australia

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Abstracts

Internet Access in Australia

Summary

Internet Access in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The Internet access market includes all Internet service revenues collected to provide narrowband and broadband Internet access through consumer and business channels. All revenues calculated are retail revenues that are exclusive of taxes. Only fixed communication is included, and mobile phone connections are not considered.

The Australian internet access market recorded revenues of $6.4 billion in 2023, representing a compound annual growth rate (CAGR) of 3.7% between 2018 and 2023.

Market consumption volume increased with a CAGR of 2.1% between 2018 and 2023, to reach a total of 25.5 million internet users in 2023.

In 2023, the Australian internet access market witnessed an annual growth of 2.7%. The growth is attributed to the rise in broadband access across the country. According to GlobalData analysis based on information from the World Bank, in 2023, the number of broadband subscribers in the country reached 9.7

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million, up 5.4% annually.

Scope

Save time carrying out entry-level research by identifying the size, growth, and leading players in the internet access market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the internet access market in Australia

Leading company profiles reveal details of key internet access market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia internet access market with five year forecasts

Reasons to Buy

What was the size of the Australia internet access market by value in 2023?

What will be the size of the Australia internet access market in 2028?

What factors are affecting the strength of competition in the Australia internet access market?

How has the market performed over the last five years?

How large is Australia's internet access market in relation to its regional counterparts?

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