

# Telecommunication Services in Colombia

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## Abstracts

Telecommunication Services in Colombia

### SUMMARY

Telecommunication Services in Colombia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The Telecommunication Services market is defined as the total volume and value of both the Fixed Line Telecommunications market and the Wireless Telecommunications market. The market volume here is defined as the total number of fixed-line telephones and mobile subscribers.

The Colombian telecommunication services market had total revenues of \$6.7bn in 2019, representing a compound annual growth rate (CAGR) of 0.1% between 2015 and 2019.

The wireless segment was the market's most lucrative in 2019, with total revenues of \$4.1bn, equivalent to 60.5% of the market's overall value.

Costs for consumers have come down significantly over the last few years. Leading service providers have reduced margins to counter low brand loyalty.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the telecommunication services market in Colombia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the telecommunication services market in Colombia

Leading company profiles reveal details of key telecommunication services market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Colombia telecommunication services market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the Colombia telecommunication services market by value in 2019?

What will be the size of the Colombia telecommunication services market in 2024?

What factors are affecting the strength of competition in the Colombia telecommunication services market?

How has the market performed over the last five years?

What are the main segments that make up Colombia's telecommunication services market?

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### COMPANIES MENTIONED

Claro Colombia

Almacenes Exito SA

Telefonica, S.A.

Virgin Mobile Latin America, Inc.

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