

2019 Future Of Gambia Telecommunications Market- Trends, Outlook and Growth Opportunities of Mobile, Fixed Landline and Broadband Markets

<https://marketpublishers.com/r/231FABD1FC6EN.html>

Date: February 2019

Pages: 65

Price: US\$ 1,899.00 (Single User License)

ID: 231FABD1FC6EN

Abstracts

The Gambia Telecommunications report – 8th series from OGANalysis provides a complete view of the Gambia telecom ecosystem along with trends and growth factors shaping the future of the market.

The future value proposition for telecommunications market in Gambia to 2025 is detailed in the report. It also provides imperatives for gaining market share in highly competitive telecom industry. It provides unmatched depth and breadth into drivers, challenges, tariffs, competition, subscriber behaviour, infrastructure, regulatory support and others.

The report presents detailed insights into Gambia mobile communication, fixed telephone and fixed broadband markets. Subscriber count and penetration rates are forecast for each of the sub-sectors including cellular, fixed landline and broadband segments from 2005 to 2018 and 2019 to 2025.

With Long Term Evolution (LTE) rapid expansion and slowdown in 2G and 3G services, the Gambia telecom market is evolving rapidly. Embracing mobile connectivity, IoT, cloud services and smartphones has become vital for telecom companies. Operators across the value chain are forced to adapt to these emerging market changes to sustain revenue and profit.

Gambia telecommunication market size, revenues, investment and infrastructure data is also included in the research work. In addition, business environment in the country is compared with five peer markets in the region to analyse Gambia market prominence on regional front.

Telecom operators in Gambia are witnessing wide range of challenges including rapidly changing customer patterns, financial and technological challenges. Identifying the emerging trends and converting them into actionable strategies is vital for sustaining profitability. This report analyses leading telecom companies in Gambia across the value chain, SWOT analysis, tariffs and financial profile.

In addition, the report offers detailed forecasts into the country's demographic factors such as population by age group, gender and region. Macroeconomic factors that form the base drivers for telecom growth and branding & pricing strategies including GDP and disposable income are included.

The research work also includes detailed SWOT analysis of Gambia telecommunications market to enable users to identify key trends and hidden opportunities. It identifies emerging and new market trends across segments in the industry.

The study also includes recent telecommunication market developments, mergers, acquisitions and new launches, spectrum availability, tenders and other developments.

Scope

Key Findings of Gambia Telecommunications market and introduction - 2018

Prominent Gambia market trends on sales, tariffs, packages, infrastructure, technologies, regulations and companies

Benchmarking with peer markets in the region

SWOT analysis of Gambia Telecommunications market presenting key drivers and hidden opportunities

Annual Subscriber count outlook from 2005 to 2025 for-

Mobile services

Fixed landline services

Fixed broadband services

GDP, Population, Inflation, Disposable Income forecasts

Business, SWOT and Financial Profiles of Leading Companies

Recent Industry Developments, 2018

The report enables clients to

Boost revenues from new and existing customer base

Identify key trends and hidden opportunities

Gain clear understanding of the country telecommunications value chain

Design sustainable and competitive strategies in times of rapid development

Understand paradigm shift in consumer preferences

Compare growth in Gambia telecommunications business with its peer markets

Gain insights into the role of legal and regulatory bodies in Gambia

Contents

1. GAMBIA TELECOMMUNICATIONS INDUSTRY

- 1.1 Market Scope and Definition
- 1.2 Study Assumptions
- 1.3 Research Methodology

2. EXECUTIVE SUMMARY

- 2.1 Key Trends
- 2.2 Key strategies being Implemented by Market Leaders

3. STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
- 3.2 Shifting Consumer Behaviour and Preferences
- 3.3 SWOT Analysis
 - 3.3.1 Key Strengths
 - 3.3.2 Key Weaknesses
 - 3.3.3 Potential Opportunities
 - 3.3.4 Potential Threats

4. GAMBIA TELECOMMUNICATIONS MARKET OUTLOOK AND GROWTH OPPORTUNITIES

- 4.1 Gambia Mobile subscribers and Penetration Outlook, 2005- 2018, 2019-2025
- 4.2 Gambia Fixed Telecom subscribers and Penetration Outlook, 2005- 2018, 2019-2025
- 4.3 Gambia Fixed broadband subscribers and Penetration Outlook, 2005- 2018, 2019-2025

5. GAMBIA TELECOMMUNICATIONS COMPANY ANALYSIS

- 5.1 Domestic vs International Companies
- 5.2 Key Products of Leading Companies
- 5.3 Industry Consolidation Trends

6. GAMBIA TELECOM INDUSTRY BENCHMARKING

- 6.1 Overall Ranking as Compared to Peer Markets
- 6.2 Demand Index
- 6.3 Infrastructure Index
- 6.4 Growth Index

7. SWOT AND FINANCIAL PROFILES OF AUTOMOTIVE COMPANIES IN GAMBIA

- 7.1 Telecom Company A: Profile and operations in Gambia
- 7.2 Telecom Company B: Profile and operations in Gambia
- 7.3 Telecom Company C: Profile and operations in Gambia

8. GAMBIA DEMOGRAPHIC AND MACROECONOMIC OUTLOOK TO 2025

- 8.1 Gambia GDP (Gross Domestic Product, Current Prices) Outlook, 2005-2018, 2019-2025
- 8.2 Gambia Disposable Income Outlook, 2005-2018, 2019- 2025
- 8.3 Gambia Population Growth Outlook, 2005-2018, 2019-2025
- 8.4 Population Outlook by Age, 2007-2025
 - 8.4.1 Population Outlook by Gender, 2007-2025
 - 8.4.2 Population Outlook by Area, 2007-2025
 - 8.4.3 Latest Telecommunication Industry Trends and Developments

9. APPENDIX

- 9.1 OGANalysis Expertise
- 9.2 Sources and Research Methodology
- 9.3 Contacts

List Of Tables

LIST OF TABLES

Table 1: Gambia Telecommunications- Key Findings

Table 2: Gambia Fixed Landline Users Outlook, 2005- 2025

Table 3: Gambia Fixed- broadband Users Outlook, 2005- 2025

Table 4: Gambia Mobile communication Users Outlook, 2005- 2025

Table 5: Gambia Telecommunications Market Benchmark with Peer Markets - Overall Ranking

Table 6: Infrastructure Index

Table 7: Demand Index

Table 8: Growth Index

Table 9: Gambia Demographic Factors- Population Outlook by Age Group, 2005- 2025

Table 10: Gambia Population Outlook by Location, 2005- 2025

Table 11: Gambia Population Outlook by Gender, 2005- 2025

Table 12: Gambia Gross Domestic Product Outlook, 2005- 2025

Table 13: Gambia GDP Per Capita Outlook, 2005- 2025

I would like to order

Product name: 2019 Future Of Gambia Telecommunications Market- Trends, Outlook and Growth Opportunities of Mobile, Fixed Landline and Broadband Markets

Product link: <https://marketpublishers.com/r/231FABD1FC6EN.html>

Price: US\$ 1,899.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/231FABD1FC6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

