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Kenya Telecom Sector Analysis

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Abstracts

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The Kenyan Information and Communication Technology (ICT) sector is poised for a technological explosion in future as the government is bracing itself to supply the human resources, legal structures, finance and infrastructure in order to support ICT initiatives. Also, all the technology-related equipments are readily available in the country due to the presence of distribution centers of various technology and hardware manufacturers. Moreover, the number of graduates with ICT training is expected to double by the end of this decade.

Our latest industry research “Kenya Telecom Sector Analysis” studies all the current industry trends, developments and competitive landscape of the Kenyan telecom market, which will help clients to better understand the market structure and its progress in the years to come. The report provides industry forecast on various telecom segments based on feasible telecom industry environment in Kenya, including fixed-line subscribers and penetration, mobile subscribers and penetration, Internet users, and broadband subscribers and penetration. The report also provides thorough analysis on the current and future outlook of various emerging technologies such as 3G and WiMAX.

As per our research, introduction of 3G services by all the telecom operators and allowance of number portability will play an important role in propelling the growth of Kenya’s telecom sector in the coming years. In addition to this, with rapidly improving mobile infrastructure and intensifying competition among mobile operators, the number of mobile subscribers in the country will grow at a CAGR of over 15% between 2010 and 2013 to reach 32 Million by the end of 2013, representing a penetration rate of over

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72%.

Supported by the future-looking vision of the government, Kenya is on the verge of becoming one of the fastest growing Internet/broadband markets in the continent. Our research projects that the number of Internet users and broadband subscribers will grow at CAGR of over 24% and nearly 130% respectively during 2010-2013.

Besides, the forces that are fueling growth in the Kenyan telecom sector have been discussed in detail. The report also gives an overview of the competitive landscape in the country, in which leading industry players have been covered.

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