

# 2021 Tariff Trend Report: 2021 Trends in Mobile Pricing

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Date: January 2022

Pages: 30

Price: US\$ 540.00 (Single User License)

ID: 2F9B9E4491A5EN

## Abstracts

In this report, Telecomspricing provides a summary of some of the trends it has come across during everyday research undertaking in the year of 2021. The report covers examples for the covered topics, a total of 45 mobile operators' are covered

## Contents

### **TREND 1 - INCLUSION OF INCREASED VALUE-ADDED SERVICES**

(Includes examples of such offerings)

### **TREND 2 - EXPANSION OF 5G SERVICES**

Operators launches of 5G services across the world  
5G being made available to more customers i.e. prepaid,  
5G access to expanded to more postpaid plans  
5G is rolled out by MVNOs and sub-brands  
5G coverage expansion  
(Includes examples of offerings referred to in each category)

### **TREND 3 - MORE FLEXIBILITY WHEN PURCHASING A NEW DEVICE**

(Includes examples of such offerings)

### **TREND 4 - REWARDING THE CUSTOMER**

(Includes examples of such offerings)

### **TREND 5 - NEW PLAYERS ENTERING THE MARKET**

MNOs  
MVNOs  
Sub-brands  
(Includes examples of such offerings)

### **TREND 6 – INNOVATIVE OFFERS**

(Includes examples of such offerings)

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