



Operator business services: Sweden forecast 2018– 2023



Igor Babić

Contents [1]

7. Executive summary

- 8. Executive summary: operator enterprise revenue in Sweden will decline between 2018 and 2023 in spite of strong revenue growth from other business services
- 9. Implications for operators

10. Forecast results

- 11. Operator enterprise revenue in Sweden will decrease during the forecast period, driven by decreased revenue from voice services and dedicated connections
- 12. Revenue from enterprises of all sizes will decrease during the forecast period, and large enterprises will remain the largest source of operators' enterprise revenue
- 13. The fall in revenue from voice and messaging will lead to a decline in mobile services revenue, in spite of strong revenue growth from IoT connectivity
- 14. Operator revenue from fixed services in Sweden will fall during the forecast period, driven by decreases in the numbers of fixed voice and dedicated connections
- 15. The number of enterprise fixed data connections in Sweden will increase between 2018 and 2023, along with the demand for higher-bandwidth services
- 16. The addressable market for other business services for operators will continue to grow as enterprises migrate further towards cloud-based business solutions
- 17. The key other business services markets that are addressed by operators in Sweden are co-location and hosting, SaaS and security
- 18. The broader enterprise IT and managed services market reaches beyond those services addressed by operators and is currently worth around SEK110 billion

19. Operator profiles

- 20. The Swedish enterprise market is dominated by Telia, but the operator is facing strong competition in both the mobile and fixed Internet connectivity markets
- 21. Operator profiles: Telia Company (Telia)
- 22. Operator profiles: Telenor

23. Regional comparison

- 24. Operator enterprise revenue in Sweden will decline during the forecast period, unlike that in Western Europe as a whole
- 25. Mobile services in Sweden account for a larger share of operator revenue than in Western Europe as a whole
- 26. The CAGR among enterprises of all sizes in Sweden will be lower than the Western European average

27. Forecast methodology and assumptions

- 28. Forecast methodology and assumptions: presentation of results
- 29. Forecast methodology and assumptions: market definition
- 30. Forecast methodology and assumptions: modelling approach
- 31. Forecast methodology and assumptions: mobile services
- 32. Forecast methodology and assumptions: fixed services [1]
- 33. Forecast methodology and assumptions: fixed services [2]
- 34. Forecast methodology and assumptions: other business services [1]
- 35. Forecast methodology and assumptions: other business services [2]
- 36. Forecast methodology and assumptions: broader IT categories

37. About the author and Analysys Mason

- 38. About the author

Contents [2]

39. Analysys Mason's consulting and research are uniquely positioned

40. Research from Analysys Mason

41. Consulting from Analysys Mason

List of figures [1]

Figure 1: Change in telecoms operator retail revenue from enterprises by service type, Sweden, 2018–2023

Figure 2: Connections for enterprises and CAGRs by type of connection, Sweden, 2018–2023

Figure 3: Telecoms operator retail revenue from enterprises in 2018 and CAGR for 2018–2023 by enterprise size, Sweden

Figure 4: Telecoms operator retail revenue from enterprises by service type, Sweden, 2014–2023

Figure 5: Percentage of operator retail revenue from enterprises in 2018 and CAGR for 2018–2023 by service type, Sweden

Figure 6: Percentages of retail revenue, total employees and total enterprises by enterprise size, Sweden, 2018

Figure 7: Telecoms operator retail revenue from enterprises by service type and enterprise size, Sweden, 2018 and 2023

Figure 8: Telecoms operator mobile service retail revenue and connections for enterprises, Sweden, 2014–2023

Figure 9: Telecoms operator fixed service retail revenue and connections for enterprises, Sweden, 2014–2023

Figure 10: Number of enterprise fixed broadband and dedicated connections by type of connection, Sweden, 2014–2023

Figure 11: Whole market other business services retail revenue from enterprises by service type, Sweden, 2014–2023

Figure 12: Other business services retail revenue from enterprises by service type and provider and operators' share of this revenue by service type, Sweden, 2023

Figure 13: Enterprise IT spend, 2018–2023

Figure 14: Enterprise mobile revenue market share, 2017

Figure 15: Enterprise fixed broadband revenue market share, 2017

Figure 16: Telia's business solutions revenue in Sweden, 1Q 2017–3Q 2018

Figure 17: The number of Telia's postpaid subscriptions used for M2M services, 1Q 2017–3Q 2018

Figure 18: Com Hem's enterprise revenue split

Figure 19: Changes in operator enterprise revenue, Sweden and Western Europe (WE), 2018–2023

Figure 20: Share of operator enterprise revenue by product category, Sweden and Western Europe, 2018

Figure 21: CAGR for operator enterprise revenue by product category, Sweden and Western Europe, 2018–2023

Figure 22: CAGR for operator enterprise revenue by segment, Sweden and Western Europe, 2018–2023

Figure 23: Share of operator enterprise revenue by segment, Sweden and Western Europe, 2018

Figure 24: Percentage of enterprises, employees and business sites by enterprise size, Sweden, 2018

Figure 25: Diagram of the forecast modelling approach

Figure 26: Definitions and key drivers for mobile services

List of figures [2]

Figure 27a: Definitions and key drivers for fixed services

Figure 27b: Definitions and key drivers for fixed services

Figure 28a: Definitions and key drivers for other business services

Figure 28b: Definitions and key drivers for other business services

Figure 29: Description of broader IT categories tracked by AMI Partners

About this report

This report analyses the demand for telecoms services by micro, small and medium-sized enterprises (MSMEs) and large enterprises, expressed in terms of revenue, the number of connections or users and the average revenue per user (ARPU).¹

The report highlights that operator enterprise revenue in Sweden will decline between 2018 and 2023 and identifies the key drivers behind this trend.

It quantifies the market for fixed and mobile voice and data services, IoT connectivity services and other business services such as security, co-location and hosting, enterprise mobility and software-as-a-service (SaaS).

The report is based on several sources, including data from operators, Statistics Sweden, the Swedish Post and Telecom Authority and Analysys Mason's 2017 survey on enterprises' telecoms and ICT usage.

WHO SHOULD READ THIS REPORT

- Operators that want to identify key areas for revenue growth, both in terms of enterprise segments and individual services.
- Vendors that are considering targeting the business market.
- Third-party service providers seeking collaborative relations with operators.

REPORT COVERAGE

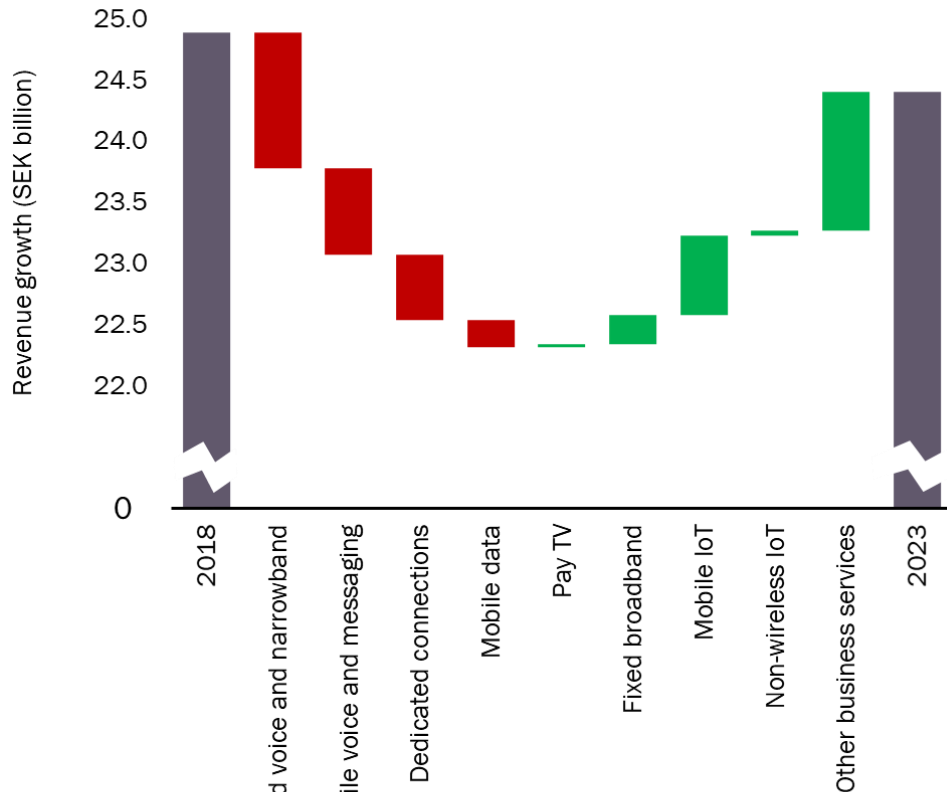
Geographical	Services ²	
Countries modelled individually: <ul style="list-style-type: none"> ▪ Sweden 	Mobile: <ul style="list-style-type: none"> ▪ Voice, messaging and handset data ▪ Mobile broadband ▪ IoT connectivity (mobile and LPWA) 	Other business services: <ul style="list-style-type: none"> ▪ Unified communications ▪ Security ▪ Co-location and hosting ▪ Private cloud ▪ Software-as-a-service (SaaS, public cloud) ▪ Platform-as-a-service (PaaS, public cloud) ▪ Infrastructure-as-a-service (IaaS, public cloud) ▪ Enterprise mobility ▪ Desktop management
Business size	Fixed: <ul style="list-style-type: none"> ▪ Narrowband and VoBB ▪ ADSL/SDSL, vDSL, FTTP/B, cable, BFWA, other fixed broadband ▪ Dedicated connections up to 100Mbps, >100Mbps and up to 1Gbps, and >1Gbps ▪ Traditional managed services ▪ IoT connectivity ▪ Pay TV 	
Segments: <ul style="list-style-type: none"> ▪ Micro (0–9 employees) ▪ Small (10–49 employees) ▪ Medium (50–249 employees) ▪ Large (250+ employees) 		

¹ For the complete data set, see Analysys Mason's [DataHub](#).

² See service taxonomy in the 'Forecast methodology and assumptions' section of this report.

Executive summary: operator enterprise revenue in Sweden will decline between 2018 and 2023 in spite of strong revenue growth from other business services

Figure 1: Change in telecoms operator retail revenue from enterprises by service type, Sweden, 2018–2023^{1,2}



Source: Analysys Mason

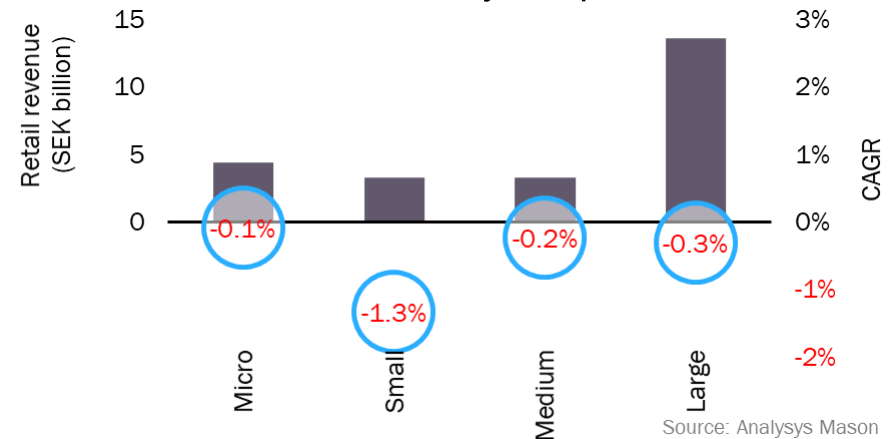
¹ Red denotes a decrease, and green an increase.

² See the 'Presentation of results' slide in the 'Forecast methodology and assumptions' section of this report for full definitions of the aggregate categories presented in the figures.

Figure 2: Connections for enterprises and CAGRs by type of connection, Sweden, 2018–2023²

Connection type	Connections (thousand)		CAGR	
	2018	2023	2014–2018	2018–2023
Mobile handsets	3050	3070	4.3%	0.1%
Mobile broadband	665	579	-1.1%	-2.7%
Mobile IoT	3710	12 500	13.1%	27.5%
Fixed voice	840	690	-11.2%	-3.9%
Fixed broadband	220	245	3.0%	2.2%
Fixed dedicated lines	98	90	-3.0%	-1.6%
Non-wireless IoT	5660	5900	3.0%	0.8%
Pay TV	60	60	1.2%	0.0%

Figure 3: Telecoms operator retail revenue from enterprises in 2018 and CAGR for 2018–2023 by enterprise size, Sweden²



Source: Analysys Mason



Executive summary

Forecast results

Operator profiles

Regional comparison

Forecast methodology and assumptions

About the author and Analysys Mason

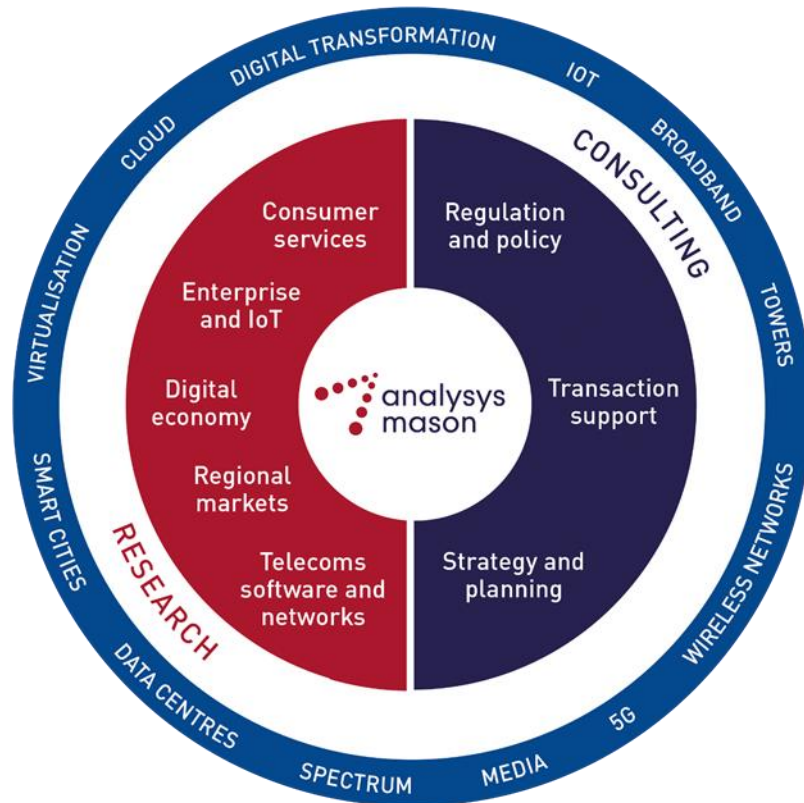
About the author



Igor Babić (Research Analyst) is a member of Analysys Mason's *Operator business services and IoT* research practice and is mainly focusing on market forecasting and enterprise research commentaries. Prior to joining Analysys Mason, he completed a BEng in Engineering Business Management at Warwick and an MPhil in Industrial Systems, Manufacture and Management at Cambridge.

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- Telecoms Software Market Shares
- Network-focused**
 - Next-Generation Wireless Networks
 - Video and Identity Platforms
 - Service Design and Orchestration
 - Automated Assurance
 - Network Automation and Orchestration
 - Digital Infrastructure Strategies

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- Customer Engagement
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- AI and Analytics

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- Digital Economy Strategies
- Future Comms

Operator business services and IoT programmes

- Large Enterprise Voice and Data Connectivity
- Large Enterprise Emerging Service Opportunities
 - SME Strategies
 - IoT and M2M Services
 - IoT Platforms and Technology

SMB ICT programmes

- Managed Service Provider Strategies

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 - Asia-Pacific
 - Middle East and Africa
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- European Telecoms Market Matrix
- European Country Reports

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- Regional results and worldwide totals
- Operator historical data



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