



Operator business services: Romania forecast 2022 – 2027



Matt Small

About this report

This report analyses the demand for telecoms and ICT services by micro, small, medium-sized 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 business revenue in Romania is expected to increase between 2022 and 2027, and identifies the key drivers behind this trend.

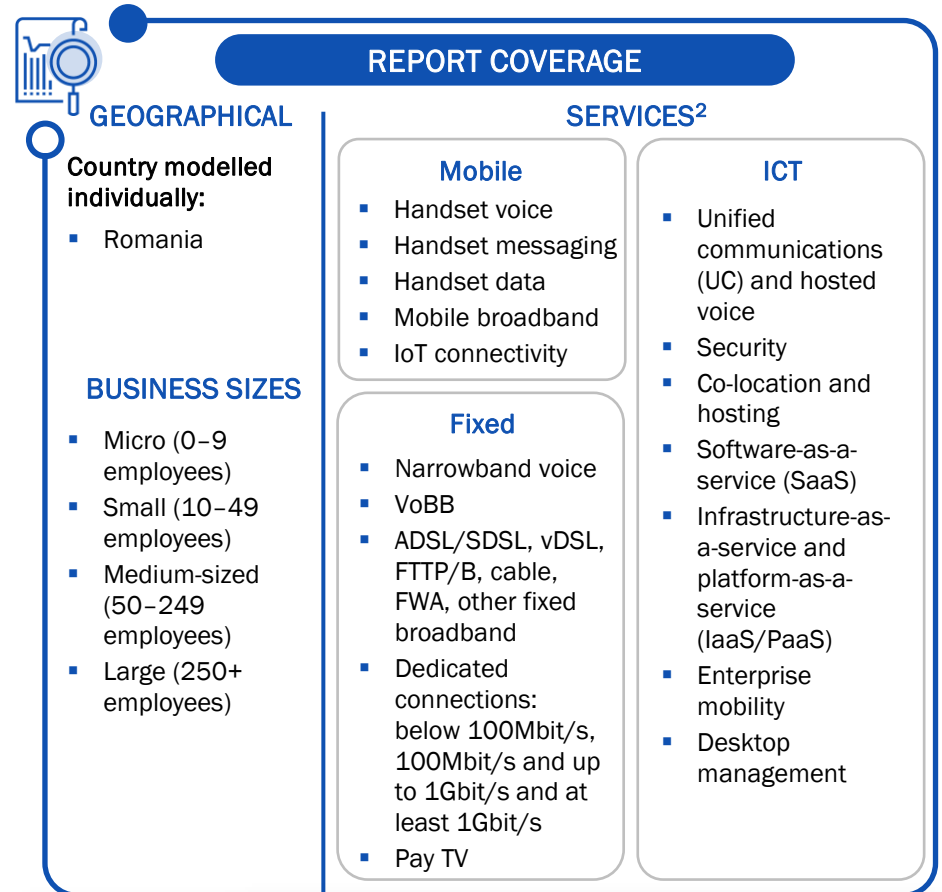
It quantifies the market for fixed and mobile voice and data services, IoT connectivity services and ICT services including security, co-location and hosting, SaaS and IaaS/PaaS.

The report is based on several sources, including the Romanian National Institute of Statistics, operator reporting and other third-party reports, as well as Analysys Mason's surveys on businesses' telecoms and ICT usage.

WHO SHOULD READ THIS REPORT

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

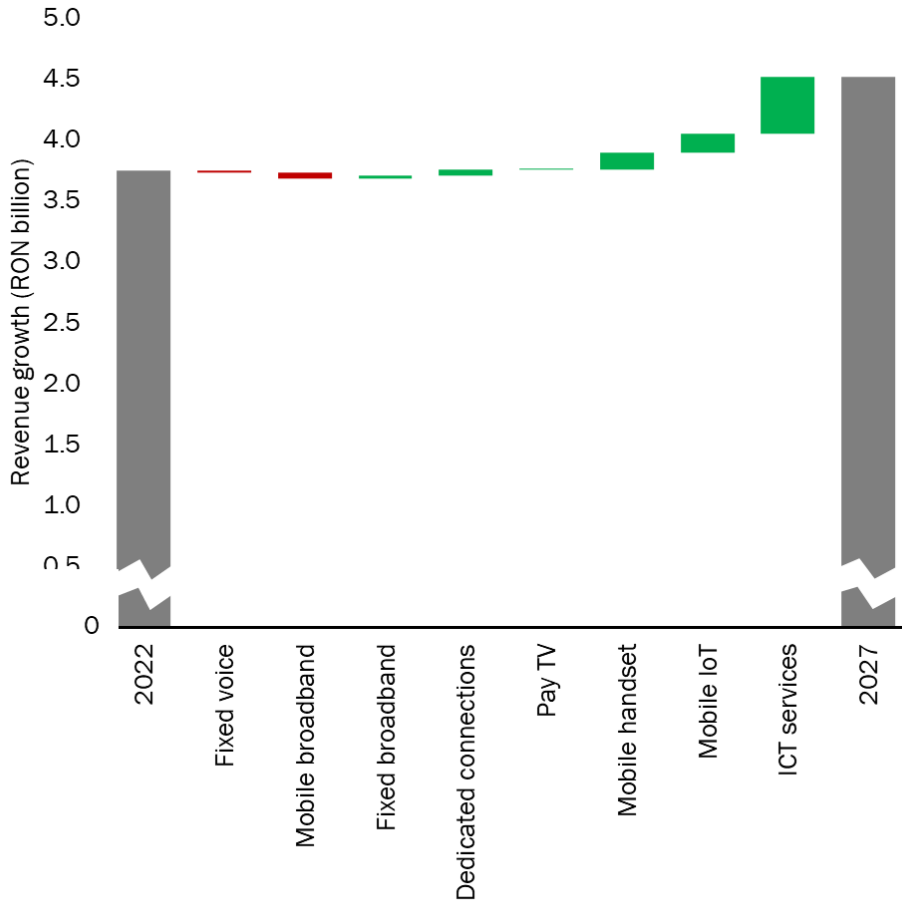
This document is for Analysys Mason's subscription service customers only. Usage is subject to the terms and conditions in our copyright notice. ¹ For the complete data set, see Analysys Mason's [DataHub](#). ² See service taxonomy in the 'Forecast methodology and assumptions' section of this report.



This report presents commentary on the data available at the time of writing. However, we constantly refine and refresh our data, so please visit the Analysys Mason DataHub to view the latest data associated with this report.

Executive summary: ICT services will drive growth in operator business revenue in Romania

Figure 1: Change in telecoms operator retail revenue from businesses by service type, Romania, 2022–2027^{1,2}



Source: Analysys Mason

¹ Red denotes a decrease, and green an increase.

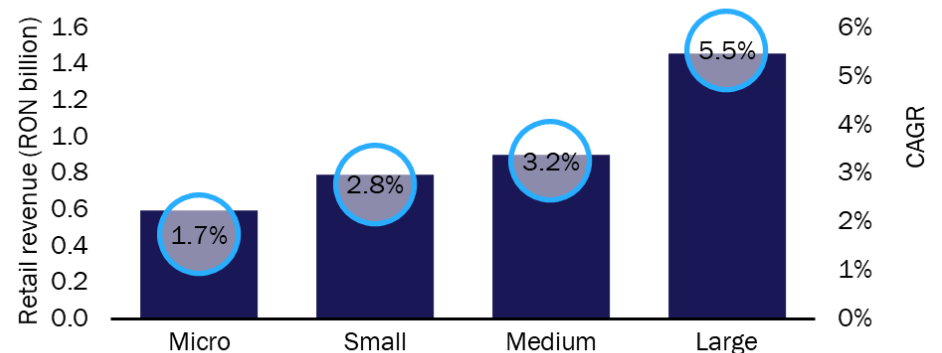
² See the 'Presentation of results' slide in the 'Forecast methodology and assumptions' section of this report for full definitions of the aggregate categories presented in the figures.

Figure 2: Connections for businesses and CAGRs by type of connection, Romania, 2022–2027²

Connection type	Connections (thousand)		CAGR	
	2022	2027	2017–2022	2022–2027
Mobile handsets	3040	3020	2.3%	-0.1%
Mobile broadband	237	148	-9.0%	-9.0%
Mobile IoT	2160	7540	23.7%	28.4%
Fixed voice	720	640	-1.4%	-2.3%
Fixed broadband	575	619	4.0%	1.5%
Fixed dedicated lines	64	64	0.1%	0.2%

Source: Analysys Mason

Figure 3: Telecoms operator retail revenue from businesses in 2022 and CAGR for 2022–2027 by business size, Romania²



Source: Analysys Mason

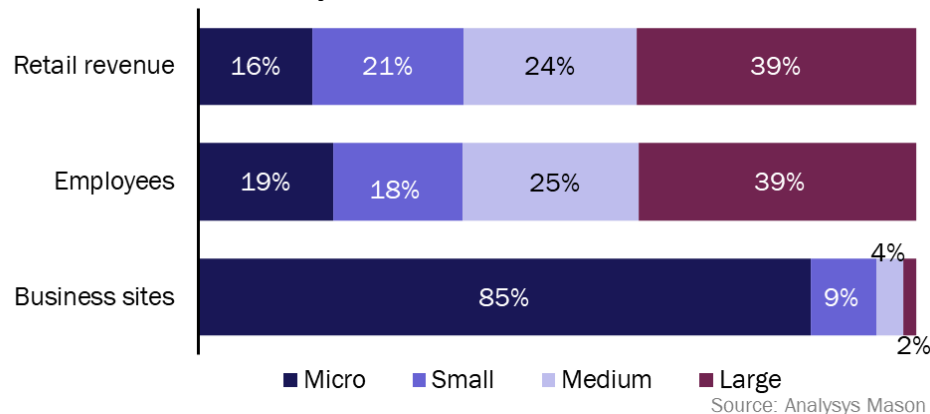
Operator revenue growth will be the greatest from large enterprises, but businesses of all sizes will contribute to the total growth

Operator business service revenue will increase from businesses of all sizes between 2022 and 2027.

Large enterprises account for 39% of operator business service revenue in Romania. Large enterprises are the primary adopters of ICT and IoT services, so revenue growth will be the greatest among this segment.

Revenue growth from micro enterprises will mainly be fuelled by mobile handset services, unlike other size segments, where growth from mobile handset services is less important.

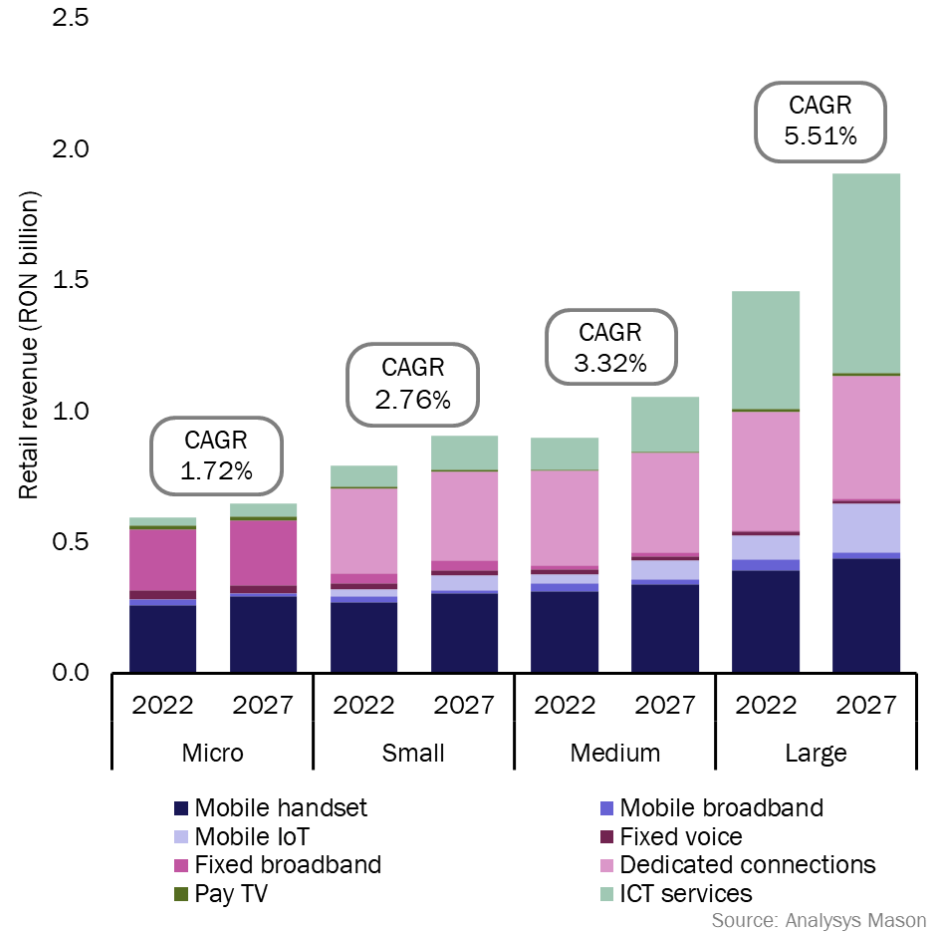
Figure 6: Percentages of retail revenue, total employees and total business sites by business size, Romania, 2022^{1,2}



¹ Total employees includes self-employed workers and sole traders, but excludes informal workers.

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 7: Telecoms operator retail revenue from businesses by service type and business size, Romania, 2022 and 2027²





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About the author



Matt Small (Research Analyst) is a Research Analyst in the Cambridge office. He holds a BSc in physics from the University of Sheffield, where he focused on Python and data analysis.

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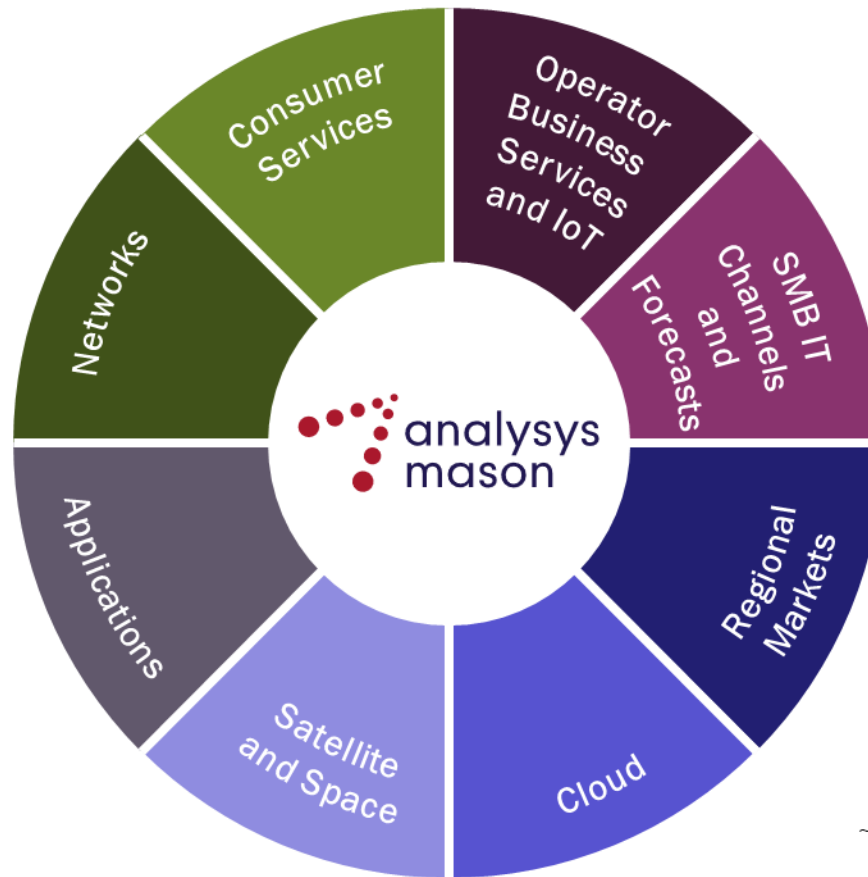
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 - Regional results and worldwide totals
 - Operator historical data

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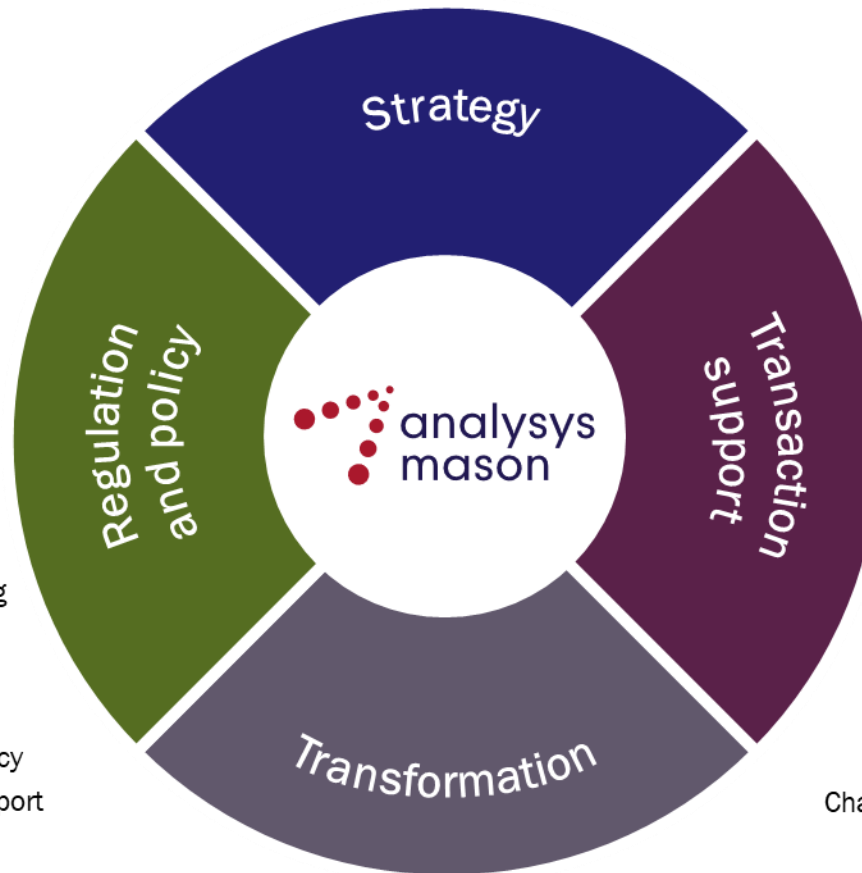
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- Infrastructure strategy



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