



Operator business services: Malaysia forecast 2021– 2026



Catherine Hammond

About this report

This report analyses the demand for telecoms and ICT 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 business revenue in Malaysia is expected to increase between 2021 and 2026 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.

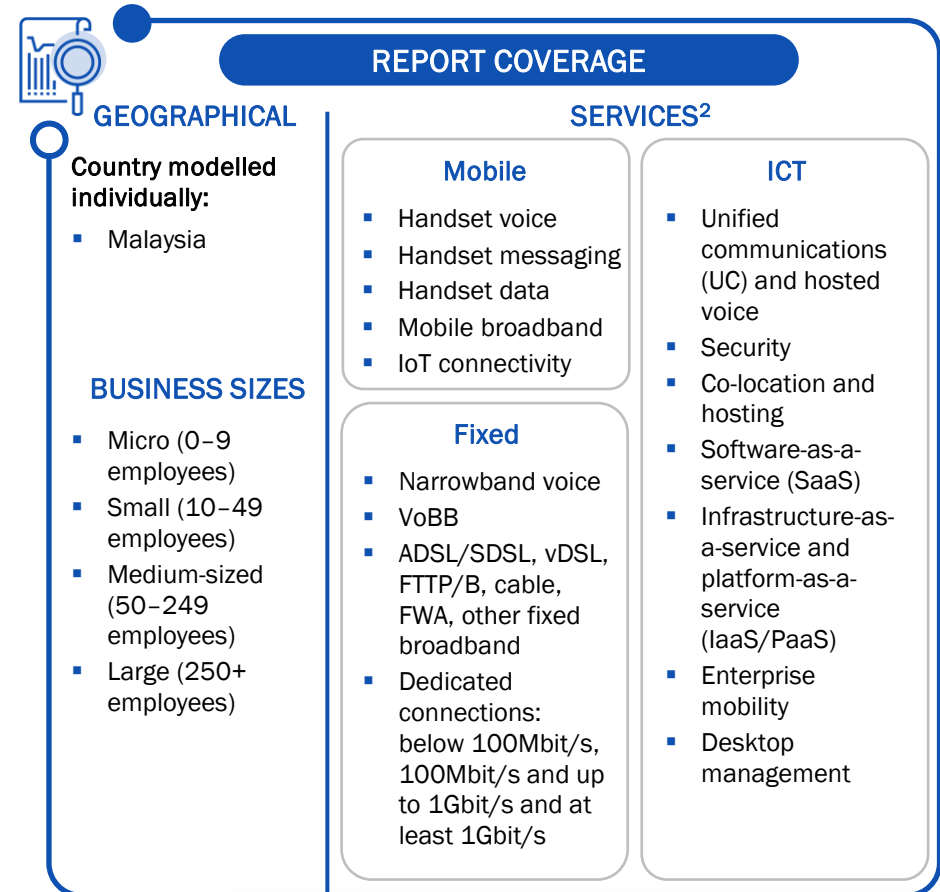
The report is based on several sources, including SME Corporation Malaysia, the Malaysian Communications and Multimedia Commission, operator reporting and other third-party reports, as well as Analysys Mason's surveys on businesses' telecoms and ICT usage.

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.

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

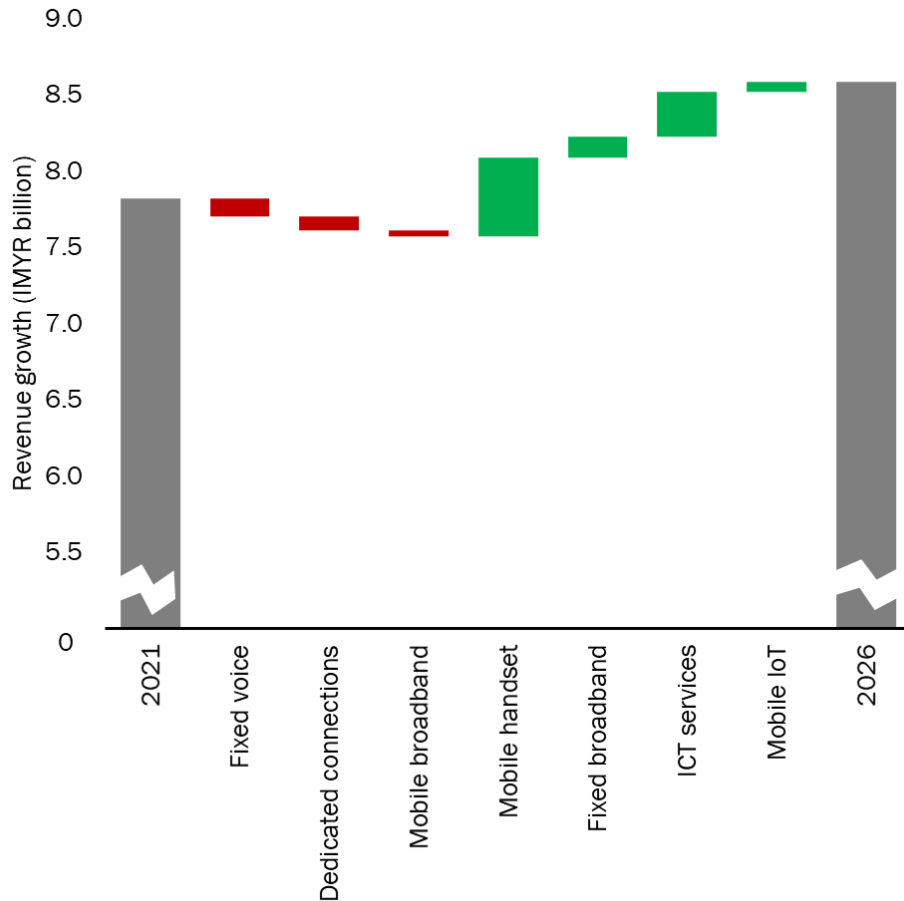
² See service taxonomy in the 'Forecast methodology and assumptions' section of this report.



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: the increased adoption of business mobile and ICT services will support overall growth in operator business revenue in Malaysia

Figure 1: Change in telecoms operator retail revenue from businesses by service type, Malaysia, 2021–2026^{1,2}



Source: Analysys Mason

¹ Red denotes a decrease, and green an increase.

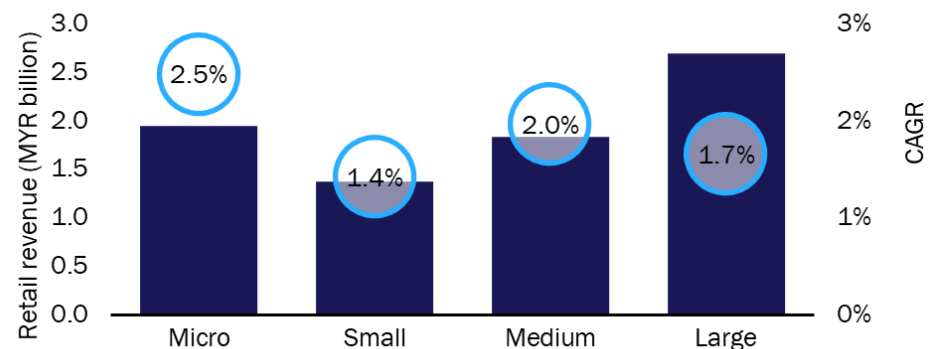
² See the 'Presentation of results' slide in the 'Forecast methodology and assumptions' section of this report for full definitions of the aggregate categories presented in the figures.

Figure 2: Connections for businesses and CAGRs by type of connection, Malaysia, 2021–2026²

Connection type	Connections (thousand)		CAGR	
	2021	2026	2017–2021	2021–2026
Mobile handsets	3430	3950	2.8%	2.9%
Mobile broadband	310	290	0.7%	-1.4%
Mobile IoT	1760	7990	24.8%	35.3%
Fixed voice	1230	1170	-1.8%	-1.0%
Fixed broadband	530	620	1.9%	3.1%
Dedicated connections	28	29	1.6%	1.0%

Source: Analysys Mason

Figure 3: Telecoms operator retail revenue from businesses in 2021 and CAGR for 2021–2026 by business size, Malaysia²



Source: Analysys Mason



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About the author



Catherine Hammond (Principal Analyst) is a member of Analysys Mason's *Operator Business Services and IoT* research practice. She is the lead analyst for the *Large Enterprise Strategies* programme and manages the business market forecasts for SMEs and large enterprises. She has 14 years of experience in the telecoms industry and conducts research on business services including fixed and mobile connectivity, SD-WAN, unified communications and cloud services. She holds an MA in mathematics from the University of Cambridge.

We are experts in the telecoms, media and technology sector



Strategy

- Corporate growth strategy
- Business unit strategy
- Infrastructure strategy



Transformation

- Business transformation
- Digitalisation
- Operational excellence
- Data, BI, steering and insights
- Change and programme management
- Sustainability



Transaction support

- Commercial due diligence and market review
- Technical due diligence
- Post-merger integration
- Periodical business monitoring and loan technical advisory
- Opportunity scouting and pre-deal support



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- Cloud Networks

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DataHub
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 - Regional results and worldwide totals
 - Operator historical data

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Our areas of expertise



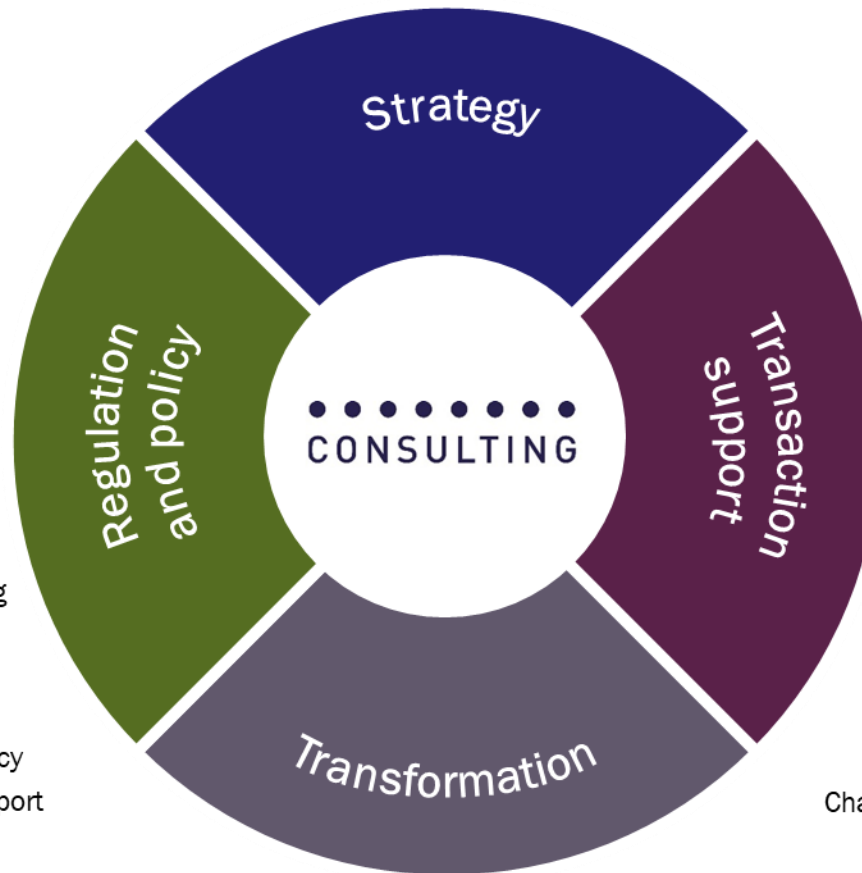
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