



# Mobile pricing strategies in a high-inflation context: 10 operator case studies



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## About this report

This report assesses the different approaches that 10 mobile operators are taking to price increases in countries where inflation is high. It discusses the advantages and disadvantages of each of these approaches.

It is based on several sources:

- Analysys Mason's research on the consumer market
- discussions with mobile operators.

### KEY QUESTIONS ANSWERED IN THIS REPORT

- What are the most prevalent strategies that mobile operators are following to implement price increases in countries where inflation is high?
- What do operators need to consider when deciding on their strategies to increase prices?
- What are the main advantages and disadvantages of each of these strategies?

### CASE STUDIES

- Airtel India
- Dialog Axiata (Sri Lanka)
- DIGI Spain Telecom
- Free (France)
- Movistar (Spain)
- Telcel (Mexico)
- Telstra (Australia)
- Verizon (USA)
- Vodacom (South Africa)
- Vodafone (UK)

### WHO SHOULD READ THIS REPORT

- Strategy, pricing and planning teams within telecoms operators.
- Other parties that are interested in the pricing strategies of telecoms operators, such as regulators and technology vendors.



**Executive summary**





Analysis

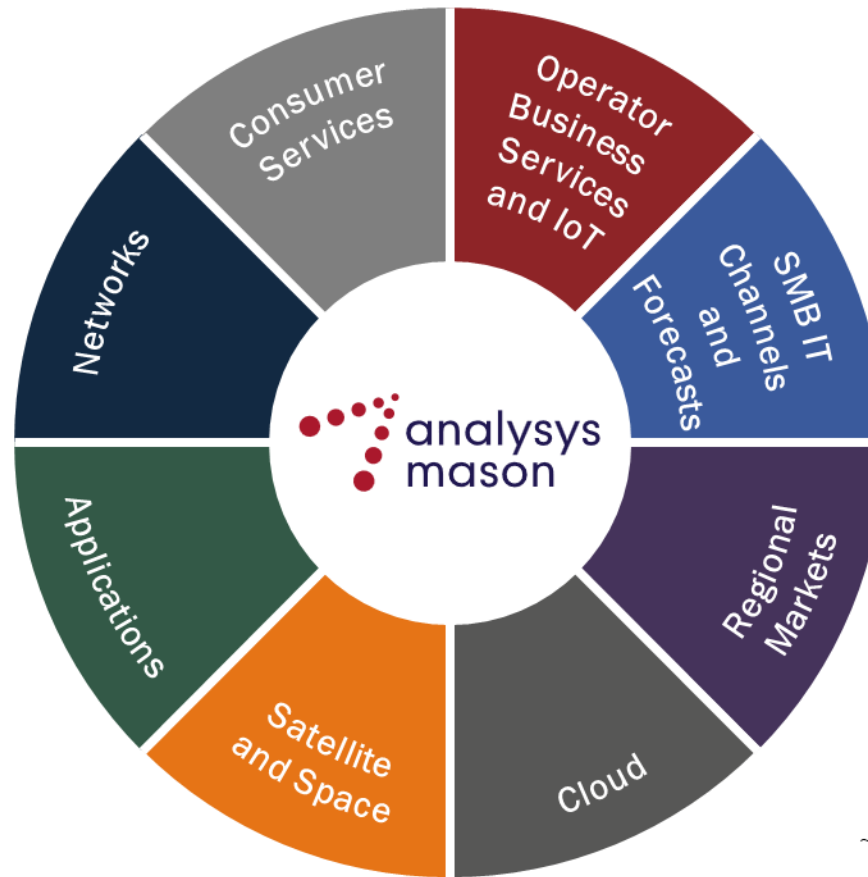
Case studies

Appendix

About the author and Analysys Mason

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