Emerging Asia–Pacific telecoms market: trends and forecasts 2022–2027

Stefano Porto Bonacci

February 2023, based on data up to 2Q 2022

About this report

Analysis Mason provides detailed 5-year forecasts of the telecoms market in emerging Asia–Pacific (EMAP).

This report focuses on operators' core telecoms services in EMAP. It includes discussion of value-added services (VAS), IoT, pay TV and operator business services. These services are discussed in detail in our other research programmes. This report also includes metrics related to equipment revenue.
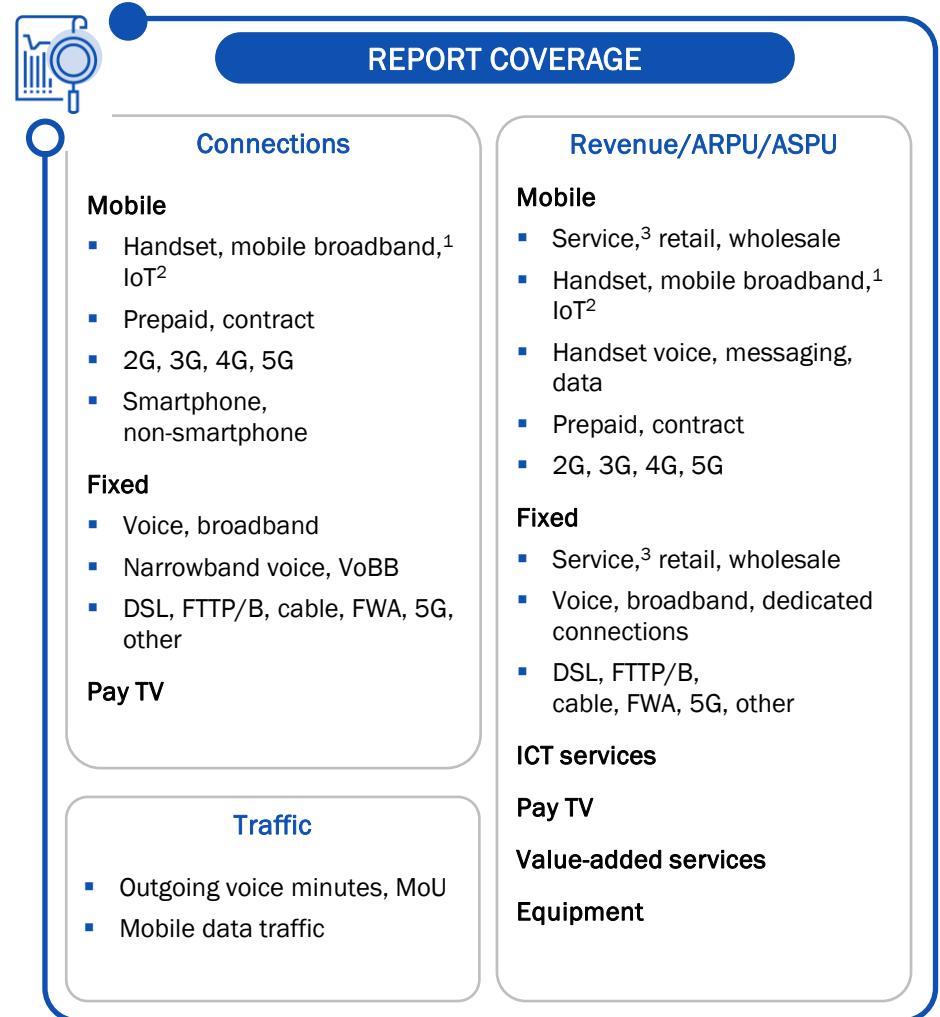
Our forecasts are informed by on-the-ground, regional market experts from our topic-led research programmes and our consulting division, as well as external interviews. In addition to our robust set of historical data, our forecasts draw on a unique and in-house modelling tool, which applies a rigorous procedure (reconciling different sources, standard definitions, top-down and bottom-up modelling).

Our forecasts consider 5G developments, new business models and value-added services (VAS).

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 Analysis Mason DataHub to view the latest data associated with this report.

REPORT COVERAGE

Connections

Mobile
- Handset, mobile broadband,[1] IoT[2]
- Prepaid, contract
- 2G, 3G, 4G, 5G
- Smartphone, non-smartphone

Fixed
- Voice, broadband
- Narrowband voice, VoBB
- DSL, FTTP/B, cable, FWA, 5G, other

Pay TV

Traffic
- Outgoing voice minutes, MoU
- Mobile data traffic

Revenue/ARPU/ASPU

Mobile
- Service,[3] retail, wholesale
- Handset, mobile broadband,[1] IoT[2]
- Handset voice, messaging, data
- Prepaid, contract
- 2G, 3G, 4G, 5G

Fixed
- Service,[3] retail, wholesale
- Voice, broadband, dedicated connections
- DSL, FTTP/B, cable, FWA, 5G, other

ICT services

Pay TV

Value-added services

Equipment

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About the authors [1/3]

Stefano Porto Bonacci (Senior Analyst) is a member of the *Regional Markets* research practice and the lead analyst of the *Asia–Pacific, Global Telecoms Data and Financial KPIs* and *European Telecoms Market Matrix* research programmes. He is responsible for developing and delivering data and reports on the TMT space. His specializations include market analysis, market forecasting and market sizing. He holds an MSc in economics from Bocconi University (Italy) and has experience as an economic analyst in the telecoms and financial sectors.

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Fixed Broadband Services
Mobile Services
Fixed–Mobile Convergence
Smart Devices
Future Comms
Video, Gaming and Entertainment

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Next-Generation Wireless Networks
Wireless Infrastructure Strategies
Fibre Infrastructure Strategies
Operator Investment Strategies
Telecoms Strategy and Forecast
Transport Network Strategies

Applications

Network Automation and Orchestration
Customer Engagement
Monetisation Platforms
Digital Experience
Automated Assurance
Service Design and Orchestration
Telecoms Software Market Shares

Satellite and Space

Satellite Communications
Space Applications and Infrastructure
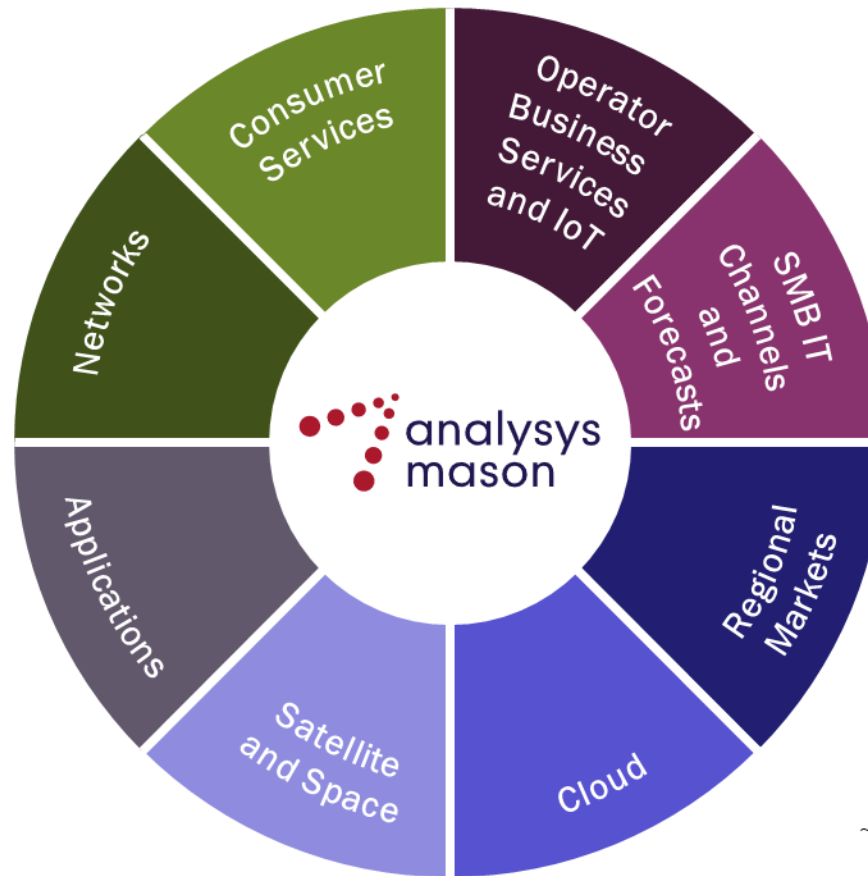
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SME Services
IoT Services
Private Networks

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SMB Technology Forecaster

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Financial KPIs
Americas
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Cloud

Cloud Infrastructure Strategies
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Multi-Cloud Networking

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Central wheel segments: Consumer Services · Operator Business Services and IoT · SMB IT Channels and Forecasts · Regional Markets · Cloud · Satellite and Space · Applications · Networks

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