

About this report

This report uses consumer survey data to analyse the adoption of 5G among smartphone users in the Middle East. It assesses the impact of 5G on mobile users' spending and satisfaction and includes insights into respondents' interest in 5G use cases.

The survey was conducted in association with On Device Research between June and August 2022. The survey groups were chosen to be representative of the mobile-internet-using population in the region. We set quotas on age, gender and geographical spread to that effect. There were 750 respondents per country, and 3000 in the region.



GEOGRAPHICAL COVERAGE

Middle East:

- **.**
 - Kuwait
 - Oman
 - Saudi Arabia
 - UAE



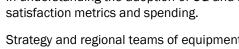
KEY QUESTIONS ANSWERED IN THIS REPORT

- What is the impact of 5G on mobile users' spending and customer satisfaction metrics?
- What are the reasons for upgrading and not upgrading to 5G?
- To what extent are customers willing for pay for new 5G use cases?



WHO SHOULD READ THIS REPORT

- Operator strategy teams and marketing managers who are interested in understanding the adoption of 5G and how 5G affects customer satisfaction metrics and spending.
- Strategy and regional teams of equipment/device manufacturers that want to identify end-user trends in 5G usage and help their operator customers to improve their ability to address market opportunities.









Executive summary

Analysis

Appendix

Methodology and panel information

About the author and Analysys Mason



Our research programmes



Consumer Services programmes

Fixed Broadband Services Mobile Services Fixed-Mobile Convergence Smart Devices **Future Comms** Video, Gaming and Entertainment Digital Services



Networks programmes

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



Applications programmes

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



Cloud programmes

Cloud Infrastructure Strategies Data, AI and Development Platforms Edge and Media Platforms Multi-Cloud Networking



Operator Business Services and IoT programmes



Enterprise Services SME Services IoT Services Private Networks





Regional Markets programmes



Global Telecoms Data and Financial KPIs Americas Asia-Pacific

Middle East and Africa European Core Forecasts European Telecoms Market Matrix **European Country Reports**





~2800 forecast and 280+ historical metrics Regional results and worldwide totals

Operator historical data

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