

Latin America telecoms market: trends and forecasts 2019–2024



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December 2019, based on data up to 2Q 2019




About this report

This report provides:

- a 5-year forecast of more than 180 mobile and fixed KPIs for Latin America (LATAM) as a whole and for six key countries
- an in-depth analysis of the trends, drivers and forecast assumptions for each type of mobile and fixed service, and for the key countries
- an overview of operator strategies and country-specific topics, in order to highlight similarities and differences by means of a cross-country comparison
- a summary of results, key implications and recommendations for mobile and fixed operators.

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 methodology (reconciliation of different sources, standard definitions, top-down and bottom-up modelling).



Our forecasts are refined throughout the year. This report presents the results at the time of publication and will continue to give useful background information about key drivers. However, we recommend that you always use the Analysys Mason [DataHub](#) to view the latest data associated with this report.

REPORT COVERAGE		
Geographical	Key performance indicators	
Regions modelled <ul style="list-style-type: none">Latin America (LATAM) Countries modelled individually <ul style="list-style-type: none">ArgentinaBrazilChileColombiaMexicoPeru	Connections	Revenue
	Mobile <ul style="list-style-type: none">Handset, mobile broadband,¹ IoT²Prepaid, contract2G, 3G, 4G, 5GSmartphone, non-smartphone	Mobile <ul style="list-style-type: none">Service,³ retailPrepaid, contractHandset, mobile broadband,¹ IoT²Handset voice, messaging, data
	Fixed <ul style="list-style-type: none">Voice, broadband, IPTV, dial-upNarrowband voice, VoBBDSL, FTTP/B, cable, BFWA, 5G, other	Fixed <ul style="list-style-type: none">Service,³ retailVoice, broadband, IPTV, dial-up, specialist business servicesDSL, FTTP/B, cable, BFWA, other
		ARPU
	Voice traffic	Mobile: <ul style="list-style-type: none">SIMs, handsetPrepaid, contractHandset voice, data
	Fixed and mobile <ul style="list-style-type: none">Outgoing minutes, MoU	

¹ Includes USB modem, and mid- and large-screen, but not handset-based data.

² IoT connections and revenue figures include mobile services only.

³ Service revenue is the sum of retail and wholesale revenue.

Contents [1]

8. Executive summary and recommendations

- 9. Revenue from mobile handsets, fixed broadband and pay TV will be the main driver of telecoms retail revenue growth in Latin America
- 10. The telecoms retail revenue in Latin America will increase, but at a slower rate than the GDP
- 11. Geographical coverage: NGA and 4G/5G connectivity will increase considerably across the region thanks to strong investments from operators
- 12. Key trends, drivers and assumptions for the mobile and fixed markets

13. Regional forecasts and cross-country comparison

- 14. Market context: growth in the telecoms sector in Latin America will be limited, despite continuing economic recovery
- 15. Key mergers, acquisitions and market entries
- 16. Key drivers at a glance for each Latin America market
- 17. Market overview: the total telecoms service revenue growth will mainly be supported by network investments
- 18. Mobile: prepaid-to-contract migration and increasing data usage will help operators to maintain a stable mobile blended ARPU
- 19. Mobile: mobile penetration will decline further as subscribers continue to abandon multiple prepaid SIMs in favour of one contract connection
- 20. Mobile: 5G services will not be launched in LATAM until 2021
- 21. Fixed: NGA share of connections will increase significantly between 2018 and 2024
- 22. Fixed: both fixed broadband ASPU and the number of fixed broadband connections will increase due to network investments

- 23. Fixed: fixed broadband revenue will increase in Latin America as subscribers switch from DSL to more-expensive cable, fibre and BFWA services
- 24. Specialist business services: dedicated connections revenue, as well as revenue from other business services, will increase during the forecast period
- 25. IoT: revenue from the IoT value chain in LATAM will double between 2018 and 2024, but it will still only account for a small fraction of the telecoms retail revenue
- 26. Pay TV: the market will continue to be dominated by cable and DTH; operators' activities in the OTT market will be limited during the forecast period

27. Individual country forecasts

- 28. Argentina: revenue will decline rapidly (excluding inflation) over the forecast period due to the strong negative effect of the economic crisis
- 29. Argentina: the economic instability is slowing down the adoption of new technologies because consumers have less income to spend on upgrades
- 30. Argentina: the Argentinian economy is going through a serious crisis, which is having a strong, negative effect on the telecoms sector
- 31. Argentina: forecast changes
- 32. Brazil: the total telecoms retail revenue will continue to grow, supported by an increase in mobile handset and fixed broadband revenue
- 33. Brazil: 4G/5G will account for over 90% of all mobile connections in 2024, leading to an increase in data usage and the contract share of connections
- 34. Brazil: increased fibre coverage will be the main driver of total telecoms retail revenue growth
- 35. Brazil: forecast changes

Contents [2]

- 36. Chile: retail revenue will remain stable throughout the forecast period, mainly due to an increase in fixed broadband revenue
- 37. Chile: the number of fibre connections will nearly double during the forecast period
- 38. Chile: telecoms service revenue growth will mainly be driven by network investments, both in the mobile and fixed segments
- 39. Chile: forecast changes
- 40. Colombia: fixed broadband revenue will be the main driver of total telecoms retail revenue growth
- 41. Colombia: mobile data traffic per connection will quintuple between 2018 and 2024, driven by a growing 4G/5G share of mobile connections
- 42. Colombia: fixed broadband ASPU will increase due to the fast adoption of NGA
- 43. Colombia: forecast changes
- 44. Mexico: mobile handset revenue is expected to grow due to an increase in the data usage; IoT revenue is expected to grow substantially by 2024
- 45. Mexico: data usage is set to increase rapidly due to growth in the 4G share of connections
- 46. Mexico: fixed broadband revenue will increase, driven by a growing NGA footprint
- 47. Mexico: forecast changes
- 48. Peru: both the fixed and mobile sectors will contribute to revenue growth as the country becomes more digitalised
- 49. Peru: the 4G share of connections will grow quickly in the forecast period, leading to an increase in data usage
- 50. Peru: public and private investments are expected to drive the digitalisation of Peru
- 51. Peru: forecast changes
- 52. Methodology**
- 53. Our forecast model is supported by sound market knowledge
- 54. Examples of forecast input drivers
- 55. Key drivers at a glance table: methodology [1]
- 56. Key drivers at a glance table: methodology [2]
- 57. About the authors and Analysys Mason**
- 58. About the authors
- 59. Analysys Mason's consulting and research are uniquely positioned
- 60. Research from Analysys Mason
- 61. Consulting from Analysys Mason

List of figures [1]

Figure 1: Telecoms and pay-TV retail revenue by type and total service revenue, Latin America, 2014–2024

Figure 2: Growth in telecoms retail revenue and nominal GDP by country, Latin America, 2018–2024

Figure 3: 4G/5G share of mobile connections and NGA share of fixed broadband connections by country, Latin America, 2018 and 2024

Figure 4: Summary of key trends, drivers and assumptions for Latin America

Figure 5: Metrics for the six countries modelled individually in Latin America, 2018

Figure 6: Recent and upcoming market structure changes in Latin America

Figure 7: Major forecast drivers: current situation (2018) and future trajectory (2019–2024), by country, Latin America

Figure 8: Total fixed and mobile telecoms service revenue, Latin America (USD billion), 2014–2024

Figure 9: Mobile connections by type, Latin America (million), 2014–2024

Figure 10: Telecoms retail revenue and growth rate by service type, Latin America, 2014–2024

Figure 11: Fixed connections by type, Latin America (million), 2014–2024

Figure 12: Mobile connections by generation, Latin America (million), 2014–2024

Figure 13: Mobile ARPU by type, Latin America (USD per month), 2014–2024

Figure 14: Contract share of mobile connections (excluding IoT), Latin America, 2014–2024

Figure 15: Mobile data traffic per connection, Latin America (GB per month), 2014–2024

Figure 16: Mobile penetration by country, Latin America, 2014–2024

Figure 17: Mobile ARPU by country, Latin America, 2014–2024

Figure 18: Broadband connections by technology, Latin America (million), 2014–2024

Figure 19: Fixed retail revenue by service, Latin America (USD billion), 2014–2024

Figure 20: NGA broadband household penetration and NGA share of broadband connections, Latin America, 2014–2024

Figure 21: Fixed internet traffic per broadband connection, Latin America (GB per month), 2014–2024

Figure 22: Fixed broadband household penetration by country, Latin America, 2014–2024

Figure 23: Fixed broadband access ASPU by country, Latin America, 2014–2024

Figure 24: Total market revenue from specialist business services, Latin America, 2014–2024

Figure 25: Total IoT value chain revenue by sector, Latin America, 2014–2024

Figure 26: Retail revenue from pay TV, Latin America, 2014–2024

Figure 27: Total fixed and mobile telecoms service revenue, Argentina (ARS billion), 2014–2024

Figure 28: Mobile connections by type, Argentina (million), 2014–2024

Figure 29: Telecoms retail revenue and growth rate by service type, Argentina, 2014–2024

Figure 30: Fixed connections by type, Argentina (million), 2014–2024

Figure 31: 4G, 5G and contract share of mobile connections, Argentina, 2014–2024

Figure 32: Mobile ARPU, fixed voice ASPU and fixed broadband ASPU, Argentina (ARS per month), 2014–2024

List of figures [2]

Figure 33: Mobile data traffic per connection, Argentina (GB per month), 2014–2024

Figure 34: Broadband connections by technology, Argentina (million), 2014–2024

Figure 35: Total telecoms service revenue – current and previous forecasts, Argentina, 2014–2024

Figure 36: Total fixed and mobile telecoms service revenue, Brazil (BRL billion), 2014–2024

Figure 37: Mobile connections by type, Brazil (million), 2014–2024

Figure 38: Telecoms retail revenue and growth rate by service type, Brazil, 2014–2024

Figure 39: Fixed connections by type, Brazil (million), 2014–2024

Figure 40: 4G, 5G and contract share of mobile connections, Brazil, 2014–2024

Figure 41: Mobile ARPU, fixed voice ASPU and fixed broadband ASPU, Brazil (BRL per month), 2014–2024

Figure 42: Mobile data traffic per connection, Brazil (GB per month), 2014–2024

Figure 43: Broadband connections by technology, Brazil (million), 2014–2024

Figure 44: Total telecoms service revenue – current and previous forecasts, Brazil, 2014–2024

Figure 45: Total fixed and mobile telecoms service revenue, Chile (CLP trillion), 2014–2024

Figure 46: Mobile connections by type, Chile (million), 2014–2024

Figure 47: Telecoms retail revenue and growth rate by service type, Chile, 2014–2024

Figure 48: Fixed connections by type, Chile (million), 2014–2024

Figure 49: 4G, 5G and contract share of mobile connections, Chile, 2014–2024

Figure 50: Mobile ARPU, fixed voice ASPU and fixed broadband ASPU, Chile (CLP thousand per month), 2014–2024

Figure 51: Mobile data traffic per connection, Chile (GB per month), 2014–2024

Figure 52: Broadband connections by technology, Chile (million), 2014–2024

Figure 53: Total telecoms service revenue – current and previous forecasts, Chile, 2014–2024

Figure 54: Total fixed and mobile telecoms service revenue, Colombia (COP trillion), 2014–2024

Figure 55: Mobile connections by type, Colombia (million), 2014–2024

Figure 56: Telecoms retail revenue and growth rate by service type, Colombia, 2014–2024

Figure 57: Fixed connections by type, Colombia (million), 2014–2024

Figure 58: 4G, 5G and contract share of mobile connections, Colombia, 2014–2024

Figure 59: Mobile ARPU, fixed voice ASPU and fixed broadband ASPU, Colombia (COP thousand per month), 2014–2024

Figure 60: Mobile data traffic per connection, Colombia (GB per month), 2014–2024

Figure 61: Broadband connections by technology, Colombia (million), 2014–2024

Figure 62: Total telecoms service revenue – current and previous forecasts, Colombia, 2014–2024

Figure 63: Total fixed and mobile telecoms service revenue, Mexico (MXN billion), 2014–2024

List of figures [3]

Figure 64: Mobile connections by type, Mexico (million), 2014–2024

Figure 65: Telecoms retail revenue and growth rate by service type, Mexico, 2014–2024

Figure 66: Fixed connections by type, Mexico (million), 2014–2024

Figure 67: 4G, 5G and contract share of mobile connections, Mexico, 2014–2024

Figure 68: Mobile ARPU, fixed voice ASPU and fixed broadband ASPU, Mexico (MXN per month), 2014–2024

Figure 69: Mobile data traffic per connection, Mexico (GB per month), 2014–2024

Figure 70: Broadband connections by technology, Mexico (million), 2014–2024

Figure 71: Total telecoms service revenue – current and previous forecasts, Mexico, 2014–2024

Figure 72: Total fixed and mobile telecoms service revenue, Peru (PEN billion), 2014–2024

Figure 73: Mobile connections by type, Peru (million), 2014–2024

Figure 74: Telecoms retail revenue and growth rate by service type, Peru, 2014–2024

Figure 75: Fixed connections by type, Peru (million), 2014–2024

Figure 76: 4G, 5G and contract share of mobile connections, Peru, 2014–2024

Figure 77: Mobile ARPU, fixed voice ASPU and fixed broadband ASPU, Peru (PEN per month), 2014–2024

Figure 78: Mobile data traffic per connection, Peru (GB per month), 2014–2024

Figure 79: Broadband connections by technology, Peru (million), 2014–2024

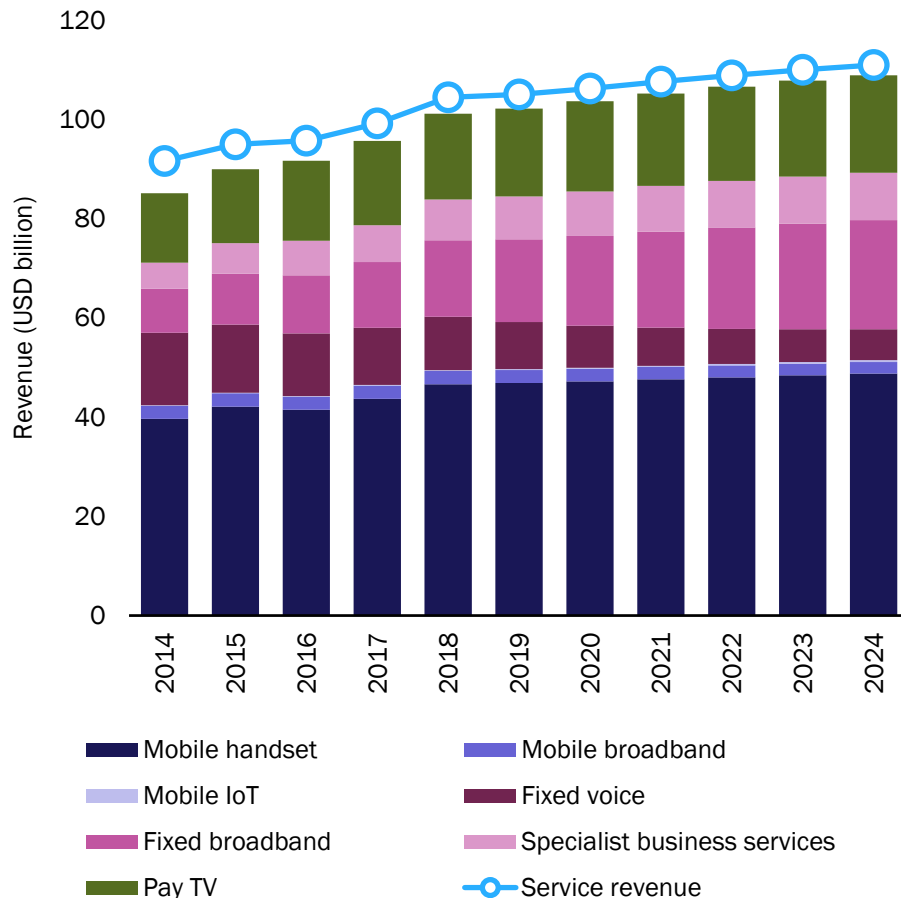
Figure 80: Total telecoms service revenue – current and previous forecasts, Peru, 2014–2024

Figure 81a: Methodology for attributing scores to each element in the key drivers table (current and future) and impact of high scores

Figure 81b: Methodology for attributing scores to each element in the key drivers table (current and future) and impact of high scores

Revenue from mobile handsets, fixed broadband and pay TV will be the main driver of telecoms retail revenue growth in Latin America

Figure 1: Telecoms and pay-TV retail revenue by type and total service revenue, Latin America, 2014–2024



Source: Analysys Mason

The growing adoption of fixed broadband, mobile data and IPTV services will drive telecoms service revenue in Latin America.

The telecoms retail revenue in Latin America (LATAM) will grow at a CAGR of 1.2% between 2018 and 2024.

Mobile handset retail revenue accounted for 46.1% of the total telecoms retail revenue in 2018; this share will decline slightly to 44.8% in 2024. We expect that mobile handset retail revenue will grow at a CAGR of 0.8% between 2018 and 2024, driven by increasing data usage and prepaid-to-contract migration. This will be caused by growing 4G availability and the launch of 5G services and more-attractive contract packages.

We expect that fixed broadband revenue will grow at a CAGR of 6.1% during the forecast period, driven by the rapid adoption of next-generation access (NGA)-based services.

The pay-TV segment will also facilitate overall telecoms retail revenue growth. We expect that the number of pay-TV connections will increase during the forecast period, driven mainly by the increased availability of triple-play bundling as well as growth in fibre and cable coverage. ARPU will also increase thanks to the popularity of sport and local content.

The developing IoT sector will generate the lowest share of the telecoms retail revenue, but its revenue will grow the fastest (at CAGR of 16.1% between 2018 and 2024).

Geographical coverage: NGA and 4G/5G connectivity will increase considerably across the region thanks to strong investments from operators

Figure 3: 4G/5G share of mobile connections and NGA share of fixed broadband connections by country, Latin America, 2018 and 2024¹



¹ For a full list of countries modelled as part of the Latin America region, please see the accompanying data annex. Mobile connections exclude IoT connections. NGA share of fixed broadband connections is calculated as cable, VDSL and FTTP/B connections (that provide access speeds of 30Mbit/s or more) divided by the total number of fixed broadband connections.



Contents



Executive summary and recommendations

Regional forecasts and cross-country comparison

Individual country forecasts

Methodology

About the authors and Analysys Mason

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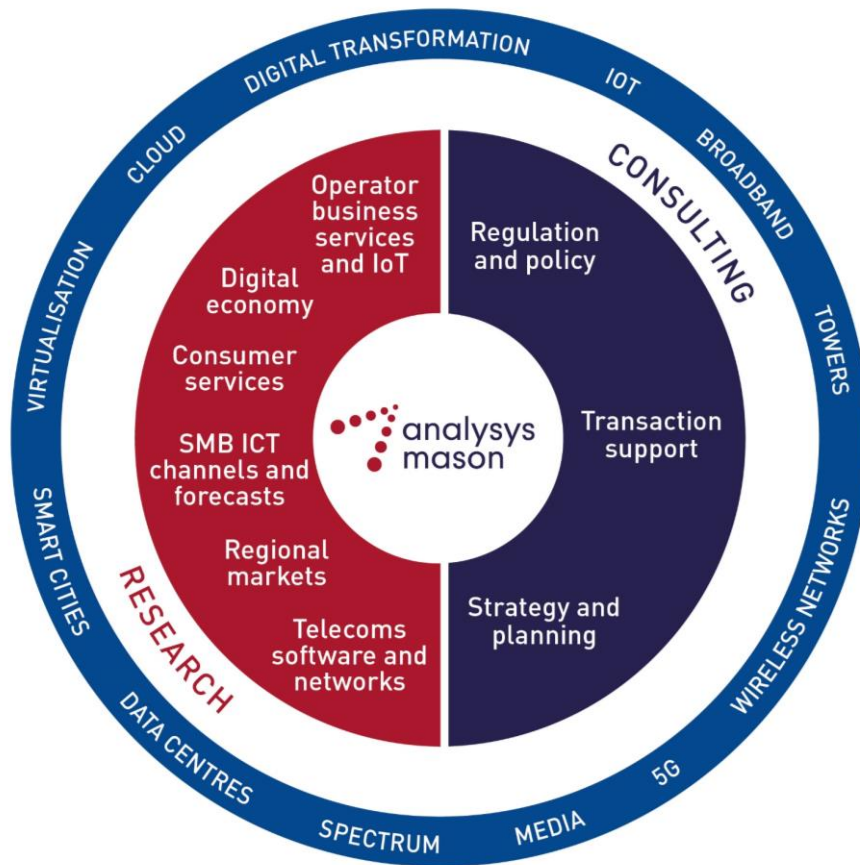
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PUBLISHED BY ANALYSYS MASON LIMITED IN **DECEMBER 2019**

Bush House • North West Wing • Aldwych • London • WC2B 4PJ • UK

Tel: +44 (0)20 7395 9000 • Email: research@analysismason.com • www.analysismason.com/research • Registered in England and Wales No. 5177472

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