



# Fixed services in Western Europe: trends and forecasts 2019–2024



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## About this report

This report provides commentary and trend analysis to support our 5-year forecast for Western Europe (WE).

The report forecasts are informed by on-the-ground market experts from our Research and Consulting divisions and external interviews. We also draw upon Analysys Mason's *Telecoms Market Matrix*, a comprehensive source of trusted quarterly data that sizes European telecoms markets.

For the complete data set for the region, please see Analysys Mason's DataHub at [www.analysismason.com/DataHub](http://www.analysismason.com/DataHub).

### WHO SHOULD READ THIS REPORT

- Market intelligence, strategy and project managers at fixed operators in Western Europe.
- Regulatory bodies in Western Europe.
- Financial institutions that directly invest in the telecoms sector in the region, or advise others that do so.
- Press and media bodies that need a foundation of knowledge of the Western European fixed telecoms market.



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](http://www.analysismason.com/DataHub) to view the latest data associated with this report.

### GEOGRAPHICAL COVERAGE

#### Regions modelled:

- Western Europe (WE)

#### Countries modelled individually:

- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Greece
- Ireland
- Italy
- Netherlands
- Norway
- Portugal
- Spain
- Sweden
- Switzerland
- UK

### KEY METRICS

#### Fixed connections:

- Voice, broadband, IPTV, dial-up
- Narrowband voice, VoBB
- DSL, FTTP/B, cable, BFWA, other

#### Fixed revenue:

- Service,<sup>1</sup> retail
- Voice, broadband, IPTV, dial-up, BNS
- DSL, FTTP/B, cable, BFWA, other

#### Voice traffic:

- Outgoing minutes, MoU

<sup>1</sup> Service revenue is the sum of retail and wholesale revenue.

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11. The share of FTTP/B connections will increase significantly in WE, sustained by operators' aggressive roll-out targets in several countries

12. Fixed broadband household penetration will continue to grow in all countries

13. Consumer demand for high-speed broadband will drive ASPU growth in a few countries, but the ASPU trend for the region as a whole will remain flat

14. The total fixed broadband revenue in WE will continue to increase, sustained by a stable ASPU and a growing number of FBB connections

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## Worldwide: the increase in fixed broadband revenue will be driven by increasing next-generation access (NGA) take-up

The growth in fixed broadband revenue worldwide will make up for the decline in legacy fixed services.

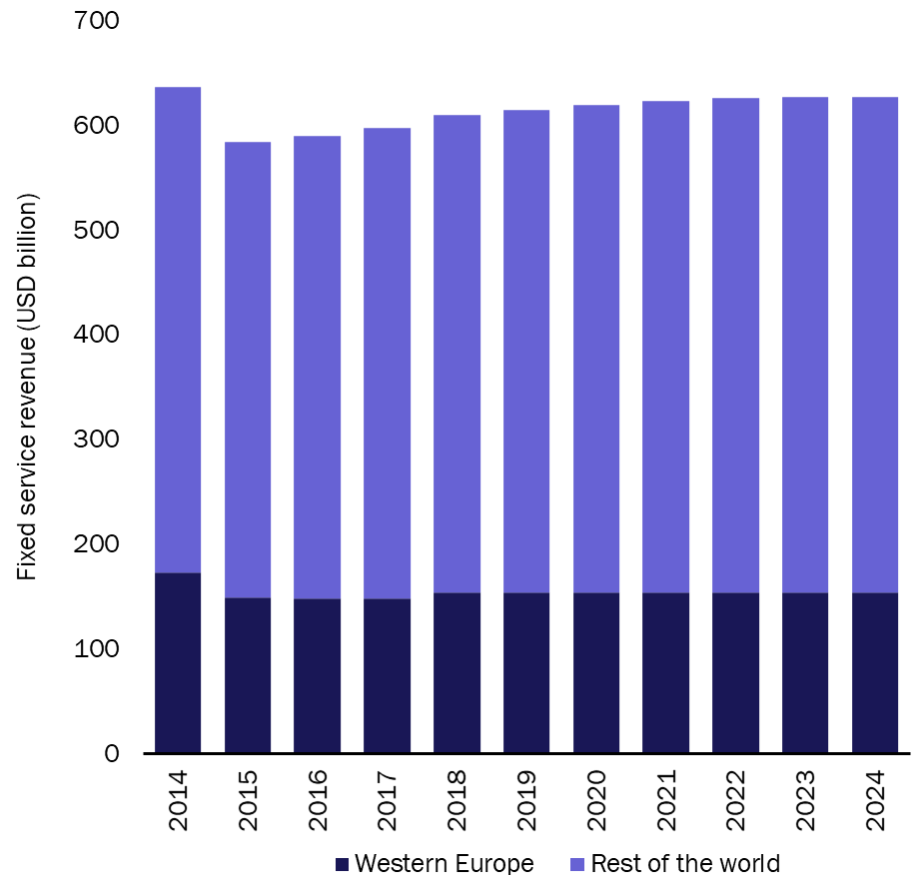
Fixed revenue worldwide will increase at a CAGR of 0.5% during the forecast period. The most significant revenue growth will be found in emerging Asia–Pacific (EMAP), the Middle East and North Africa (MENA) and Sub-Saharan Africa (SSA), with CAGRs of 2.1–3.4%. These regions have undeveloped fixed broadband markets and potential for growth in the number of connections. Developed Asia–Pacific (DVAP) and Western Europe are the only regions where fixed service revenue will decline during the forecast period due to prevalence of highly competitive and saturated markets.

Western Europe's share of the total fixed service revenue worldwide will fall from 25.0% in 2019 to 24.6% in 2024.

Fixed service revenue in WE will be almost flat throughout the forecast period, and will decline at a CAGR of 0.02%. This will make WE the second-slowest growing region in terms of fixed service revenue after DVAP (–0.37%).

Competition in the fixed broadband market is intense in many countries in WE, and higher fixed broadband speeds may not be enough to differentiate operators' offerings. This will cause fixed broadband ASPU to decrease. However, users in countries such as Austria, Italy and the UK will migrate to more-expensive tariffs, which will prevent the total fixed service revenue from declining during the forecast period.

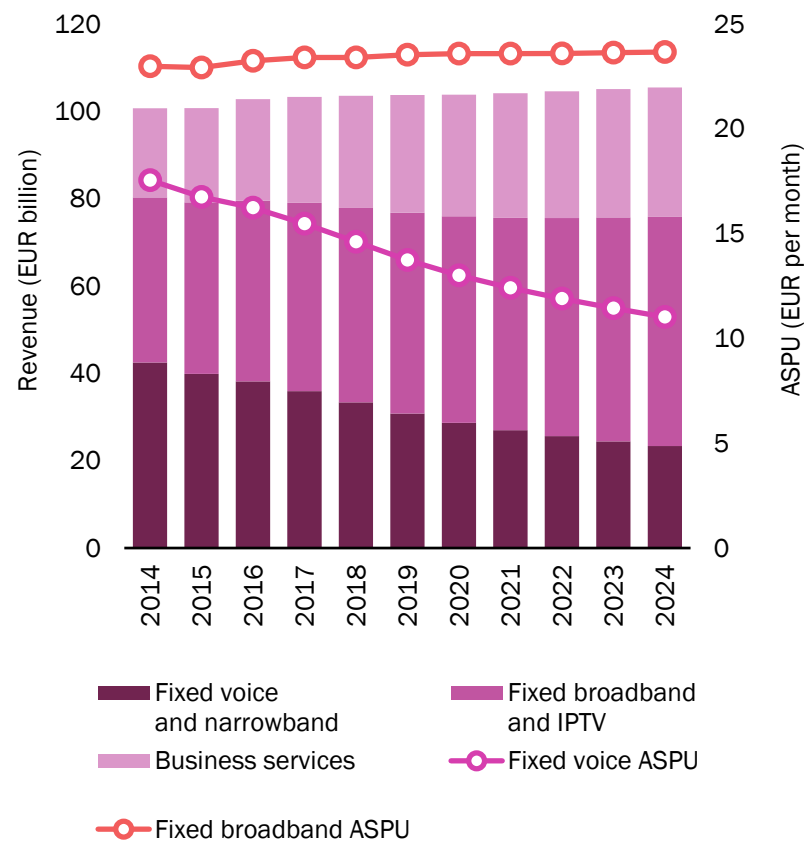
Figure 2: Fixed service revenue in WE and the rest of the world, 2014–2024



Source: Analysys Mason

# The total fixed retail revenue will remain flat due to declining revenue from legacy services

Figure 3: Telecoms retail revenue by fixed service type, and fixed ARPU, Western Europe, 2014–2024

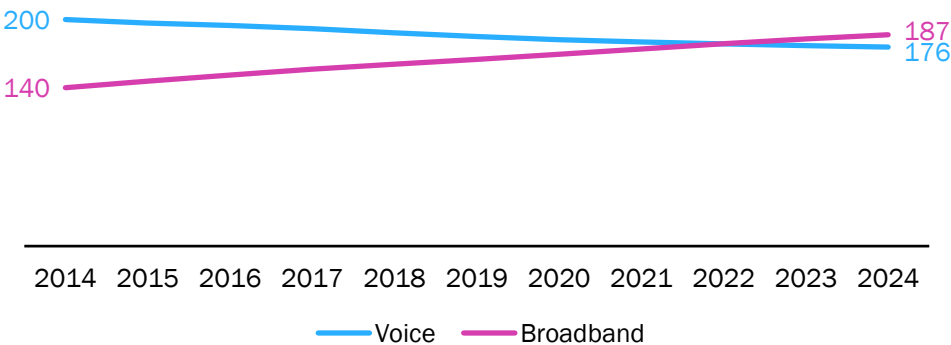


Source: Analysys Mason

Figure 4: Telecoms retail revenue and growth rate by service type, Western Europe, 2014–2024

Service type	Retail revenue (EUR billion)		CAGR	
	2018	2024	2014–2018	2018–2024
Fixed voice	33.4	23.4	–5.9%	–5.8%
Fixed broadband	44.5	52.5	4.2%	2.8%
Specialist business services	25.7	29.7	5.9%	2.4%

Figure 5: Fixed connections by type, Western Europe (million), 2014–2024



Source: Analysys Mason



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## About the authors



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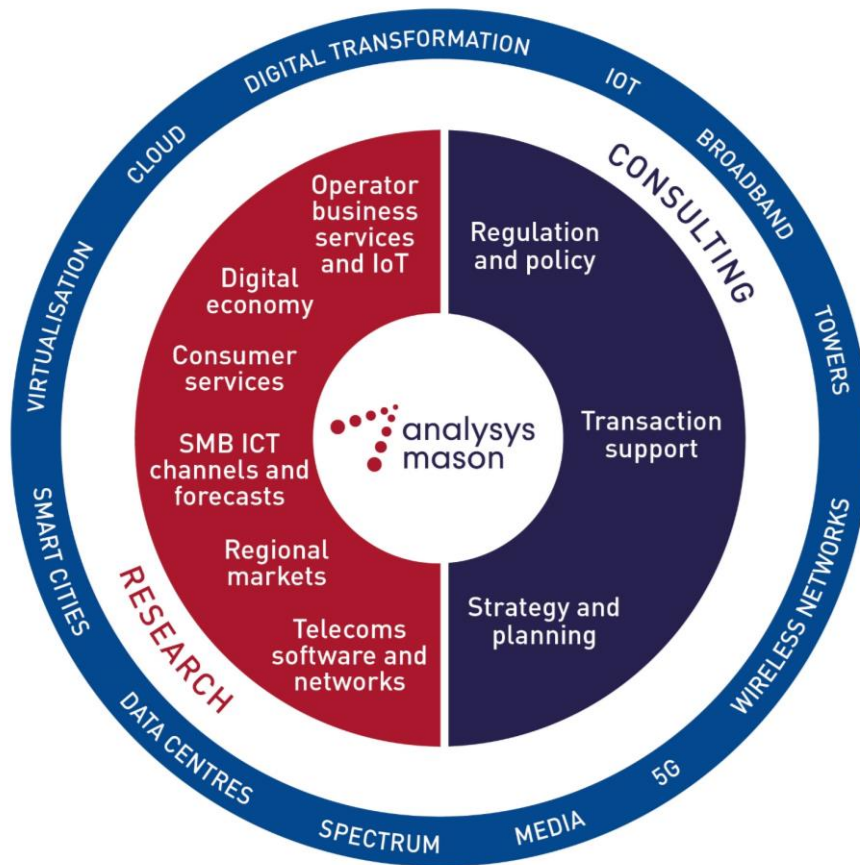


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Network Automation and Orchestration  
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Future Comms

## Operator business services and IoT programmes

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Large Enterprise Emerging Service Opportunities  
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- Postal sector



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- Debt and initial public offerings (IPOs)
- Joint-venture structuring
- Mid-market financial sponsors

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- Technology optimisation
- New digital frontiers





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