

# Western Europe telecoms market: trends and forecasts 2023–2028



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January 2023, based on data up to 2Q 2023



## About this report

Analysys Mason provides detailed 5-year forecasts of the telecoms market in Western Europe.

This report focuses on operators' core telecoms services in Western Europe (WE). 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, and a review of 5G developments and new business models.

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).

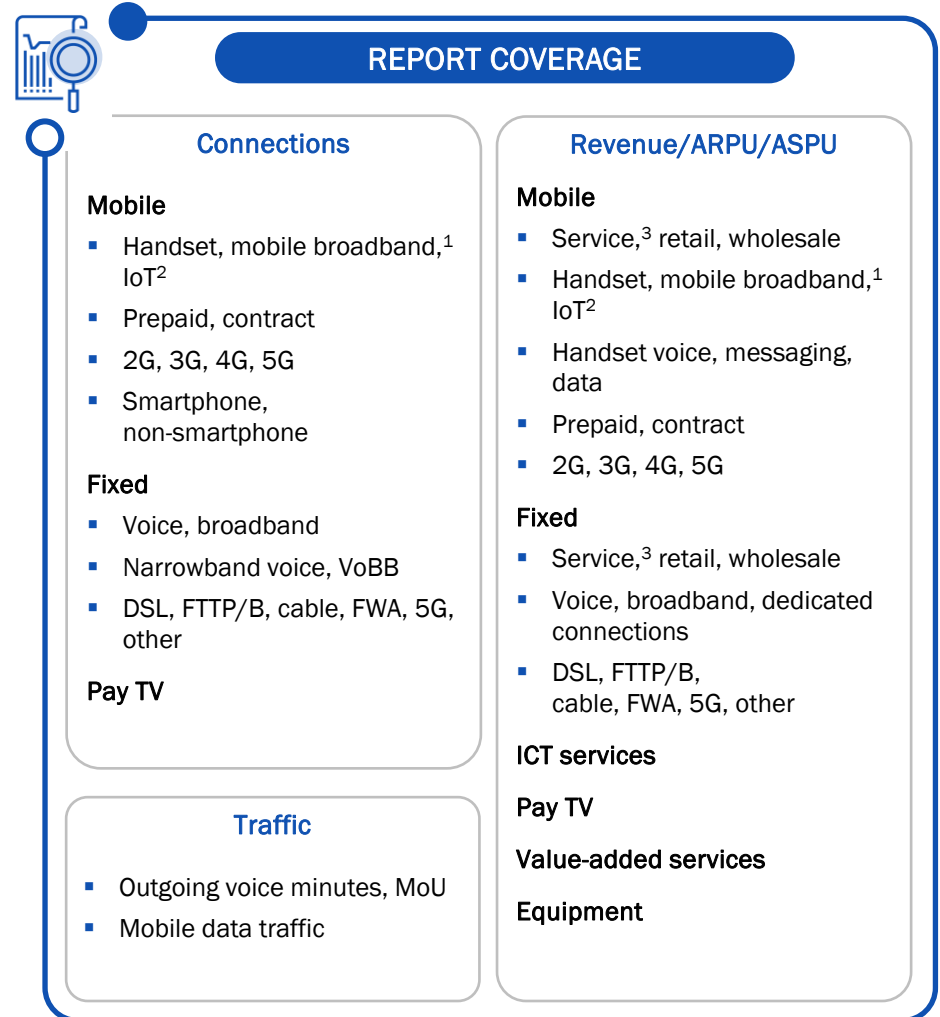
The latest version of the data is available in the Analysys Mason [DataHub](#), our online database tool.



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

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<sup>1</sup> Includes USB modem, and mid- and large-screen, but not handset-based data. <sup>2</sup> IoT connections and revenue figures include mobile services only. <sup>3</sup> Service revenue is the sum of retail and wholesale revenue.





Executive summary





Regional forecasts and cross-country comparison

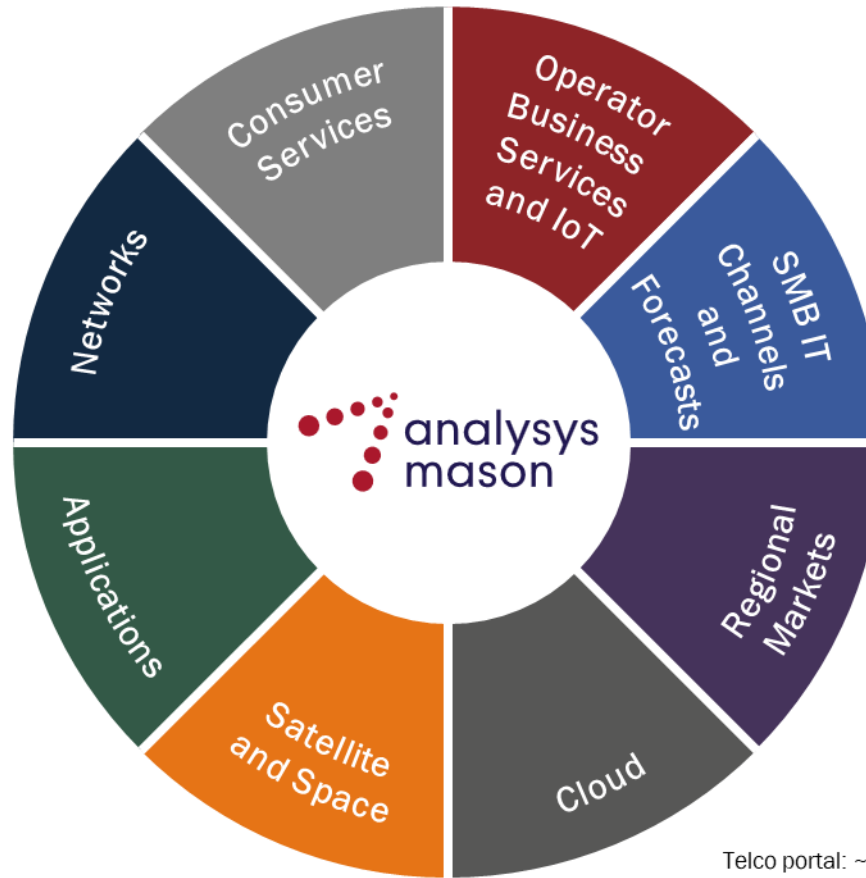
Individual country forecasts

Methodology

**About the author and Analysys Mason**

# Our research services

- 
**Consumer Services**
  - Fixed Broadband Services
  - Mobile Services
  - Fixed-Mobile Convergence
  - Smart Devices
  - Future Comms
  - Video, Gaming and Entertainment
- 
**Networks**
  - 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 Strategies for Telcos
  - Satellite Capacity
  - Satellite Infrastructure
  - Satellite Mobility




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**Operator Business Services and IoT**
  - Enterprise Services
  - SME Services
  - IoT Services
  - Private Networks
  - Cyber Security

**SMB Technology Forecaster**

- 
**Regional Markets**
  - Global Telecoms Data and Financial KPIs
  - Americas
  - Asia-Pacific
  - Middle East and Africa
  - European Core Forecasts
  - European Telecoms Market Matrix
  - European Country Reports

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

- 
**DataHub**
  - Forecast data for 80 countries

Telco portal: ~2800 forecast and ~320 historical metrics  
 SMB Technology Forecaster portal: ~120 000 forecast metrics

[analysismason.com/what-we-do/practices/research](https://analysismason.com/what-we-do/practices/research)



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