

# Global market

## Unique mobile subscribers



2018  
**5.1bn**



67% PENETRATION RATE (% of population) 71% CAGR 2018-25

2025  
**5.8bn** 1.9%

## Mobile internet users



2018  
**3.6bn**

47% PENETRATION RATE (% of population) 61% CAGR 2018-25

2025  
**5.0bn** 4.8%

## Internet of Things

**9.1bn** **25.2bn**

2018

Total connections

2025

## Smartphones

% of connections\*



60% 2018  
**79%** 2025



% of connections\*  
**43%** 2018

**59%** 2025



**1.4bn** 2025  
**15%** of connections\*

\*Excluding cellular IoT



Mobile industry contribution to GDP

4.6%

**\$3.9tn** 2018

of GDP

4.8%

**\$4.8tn** 2023

## SIM connections

Excluding cellular IoT



2018  
**7.9bn**



2025  
**9.2bn**

2.2%

2025

103% PENETRATION RATE (% of population) 112%

CAGR 2018-25

## Operator revenues and investment

2018

**\$1.03tn**

**\$1.14tn** 2025

Operator capex of \$321 billion for the period 2019-2020

## Public funding

Mobile ecosystem contribution to public funding (before regulatory and spectrum fees)

**\$510bn**

2018



## Employment

2018



**14m Jobs**



directly supported by the mobile ecosystem

**+17m indirect jobs**