

GSMA
Intelligence

Consumer 5G

Exclusive package of insights, content and analysis

Consumer 5G Bundle

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Background

It is five years since the first commercial 5G networks were launched in South Korea and the US. While global consumer adoption of 5G is happening at a faster rate than with any previous mobile network generation, 5G monetisation at scale remains a challenge in many countries. As 5G adoption scales, it is important to understand differences in behaviour between early 5G adopters and new 5G users (and between 4G and 5G users) and how 5G consumer behaviour is changing.

To help our customers navigate (and capitalise on) the 5G opportunity, we provide regular insights (data, surveys, reports, case studies) into the key trends that are shaping 5G growth, along with an overview of operators' successful commercial strategies and offerings.

Our newly launched Consumer 5G bundle will provide you with important and unique insights to inform your 5G business strategies and commercial decisions.

Who should buy this bundle?

- Mobile network operators (MNOs)
- Network infrastructure/equipment vendors
- Device manufacturers and vendors (OEMs)
- Chip technology manufacturers and vendors
- SIM vendors
- Providers of digital services delivered via mobile networks
- Regulators
- Mobile virtual network operators (MVNOs)
- Startups
- Investment banks
- Consulting companies
- Providers of IoT cellular technologies and services for consumers

Did you know that?

277

277 operators in 109 countries had launched mobile 5G services (Q1 2024). 5G connections will surpass 2 billion by the end of 2024

75%

On average, 75% of 5G users across 8 leading countries said 5G met or exceeded their expectations (up 13 pp on 2021)

5%

Consumer willingness to pay extra for 5G (versus what they pay for their current 4G subscription)

GSMA Intelligence is your gateway to the latest trends, in-depth analytics, precise forecasts, and profound insights that shape the dynamic world of mobile and communications industries. With data collected from mobile operators, networks, and MVNOs worldwide, coupled with the expansive reach of the GSMA, enables us to deliver the most accurate and up-to-date forecasts and insights.

Trusted by 7 out of Forbes' top digital companies, our expertise extends beyond telecom, providing invaluable insights into diverse sectors of the digital landscape.

Consumer 5G Bundle Contents

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Major Report

[Five years of 5G for consumers: how user behaviour and experience are changing](#)

- Exclusive 5G insights from our consumer survey (December 2023)
- How 5G user behaviour is changing: 5G upgrade intent, barriers to 5G adoption, 5G consumer experience, 5G ARPU uplift, interest in 5G use cases and 5G bundling, 5G user engagement, 5G data usage, and more
- Operator case studies

Price if purchased individually

GBP £2500

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Major Report

[5G in Context: Data-driven insight into areas influential to the development of 5G](#)

- Quarterly review of global 5G developments
- Latest 5G insights across networks, services, adoption, and spectrum
- 5G network/service commercialisation (5G for consumers and 5G FWA)
- 5G connections, adoption and network coverage
- 5G network trials/launches (including 5G SA) and spectrum assignments

GBP £2500

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Spotlight

[Will 5G new calling breathe new life into mobile voice services?](#)

- State of 5G new calling: latest technology/services developments
- Consumers' interest in more immersive or interactive voice or video calling and in 5G new calling features (based on GSMA Intelligence December 2023 consumer survey)
- Implications for industry stakeholders

GBP £750

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Dashboard

[Consumers in Focus: 5G User Behaviour Survey Dashboard 2024](#)

- Interactive dashboard showing survey-based 5G consumer insights
- Data for 2020, 2021, 2022 and 2023
- Filters allow the comparison of data for individual countries and for specific consumer segments (e.g. by age, smartphone brand owned, frequency of engagement in gaming and video services, and more)

GBP £2500

Discount 40%

Total: GBP £8250

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Bundle price: £5000