Mobile Service Providers - US - February 2013

Report Price: £2466.89 | $3995.00 | €3133.71

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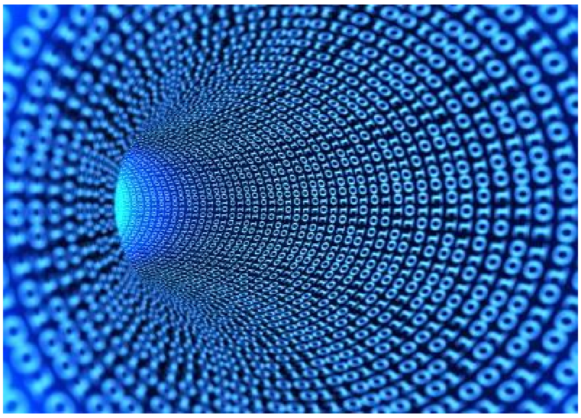

"There are few industries where products are more indistinguishable than communication services. As a result, the cellular brands are hard at work tinkering with what they can alter most easily: prices and plans."

– Billy Hulkower, Senior Technology Analyst

In this report we answer the key questions:

- Is it really just lipstick?
- Do limitations on voice minutes benefit carriers?
- Why are there so few subscriptions?

Due to cell phone penetration approaching universality, competition for subscribers has never been more intense. This report examines the market from the perspective that leading carriers will need to have a unique branding position in order to achieve growth either from mopping up the few remaining nonusers, enticing users from other carriers, or engaging in new service options and models with which to grow revenue. To this end, Mintel segments the market not only by demographics, but also from the perspective of usage groups, with special attention paid to survey results by carrier to establish how subscribers view their current provider, whether they are willing to switch from it, and why they are willing to switch from it (or stick with it).

Subjects of focus include attitudes toward internet usage on cell phones, use of cellular service for laptops and tablets, attitudes toward pricing, attitudes toward plans, type of plan, and providers under consideration for future usage. The report provides guidance on which demographic and cluster target groups are worth pursuing, in addition to how they can be wooed.

The mobile service business is very critical to so many elements of daily life for the vast majority of Americans. The ongoing need to be mobile, and have connectivity wherever, means a virtually continuous need for service whether it's for a phone, tablet, laptop, camera, or even a car, but at what price? Carriers continue to focus on pricing plans to handle demand for increasing bandwidth needs, with rich pickings for the winners.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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