Mobile Service Providers - US - March 2014

Report Price: £2466.89 | $3995.00 | €3133.71

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"Brands are becoming increasingly savvy in making pricing adjustments that favor their ARPU. But as subscribers become more sophisticated, these shifts will eventually become transparent to them. It may be time for marketers to primarily focus on growing new services that benefit consumers, rather than tinkering further with plans."
– Billy Hulkower, Senior Analyst, Technology and Media

This report looks at the following areas:

- How can the industry grow past universal penetration?
- Has the future been prepaid?

With phone penetration approaching universality, the only ways for service providers to grow is by poaching customers from other carriers, or by increasing ARPU (Average Revenue Per User). In response to this need, this report addresses how to hone messaging and promote data consumption. The report analyzes how subscribers view their current provider, and whether they are willing to switch carriers. Subjects of focus include use of cellular service for laptops and tablets, attitudes to mobile internet, providers under consideration for future use, and reasons for wanting to switch carriers, with an eye toward how subscribers can be won over from competitors.

Mintel defines this market to include payments to telecommunications carriers for wireless-service subscriptions. Mobile voice and data communication among adults aged 18+ is the focus of the report. This report builds on the analysis presented in Mintel's *Mobile Phone Service – US, February 2013*.

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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Table of Contents

Segment Performance

Leading Carriers

Innovations and Innovators

Marketing Strategies