Mobile Network Providers - UK - February 2016

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"The convenience of managing quad-play subscriptions in a single bill is not always a big enough decision driver for high-spending consumers (including young consumers, the highest spending), as their mobile usage behaviours probably lead them to favour a mobile provider based on other factors, such as data allowance and deals on a specific phone."
– Sara Ballaben, Technology Analyst

This report looks at the following areas:

- How big a threat are quad-play deals?
- The importance of attracting PAYG customers

The market for mobile network connections is relatively stable and mature thanks to steady and easily predictable demand as well as close monitoring by Ofcom and the EU.

Due to pressure on prices, competition from virtual network providers and quad-play operators and a reduction in revenues from secondary sources such as out-of-bundle traffic and roaming charges, Mintel forecasts small annual losses before starting to pick up again in 2020 as 5G starts to be commercially rolled out.

Thanks to high levels of customer retention, the 'Big Four' – EE, O2, Vodafone and Three – directly control a majority of the market, but their leadership has been eroded by the growth of smaller virtual players such as budget provider GiffGaff and quad-play operators BT and TalkTalk.

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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