

## Mobile Network Providers - UK - January 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Competition from MVNOs has driven down prices, while an increasing tendency to buy smartphones outright has given consumers more flexibility in their contract choice.

The importance of data allowances has sustained the market but increased personalisation and the rewarding of long-term customers will be vital as the growth of eSIMs reduces inertia”.

– **Adrian Reynolds, Consumer Technology Analyst**

This report looks at the following areas:

- Fight the threat of eSIMs by rewarding long-term customers
- Personalised data allowances could boost loyalty

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Market struggling for growth as price pressure rises  
 Ofcom reports increasing shift to inclusive bundle services  
 Blended average monthly revenue rises after years of decline  
 Necessity of smartphones will drive connections forward  
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- Younger age groups paying for bigger data allowances
- Two thirds of people have been with their network over two years
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