Mobile Network Providers - US - May 2018

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Wireless service marketing is challenging given that penetration is virtually universal and that the majority of subscribers are not interested in changing service. With limited opportunities for adding new subscribers and difficulty in poaching existing ones, focusing on increasing average revenue per user (ARPU) through new features is likely to be a chief thrust for the industry looking forward.

This report looks at the following areas:

- **No easy way out of mass advertising across traditional and digital**
- **Prepaid places lid on pricing**
- **Churn rates dauntingly low**

With sales of $237 billion dollars in 2017, the wireless market represents one of the largest service sectors in the US and some of its top advertisers. After three years of lean growth, the industry is poised for growth, driven by potential price changes subsequent to the merger of Sprint and T-Mobile, the launch of 5G mobile hotspots in 2018, as well as growth in interest in adding smartwatches, tablets, and vehicles to subscriptions.

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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