

Broadband and Bundled Communications Services - UK - February 2021

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“Broadband connections have provided a vital service to consumers throughout the pandemic, underpinning both work and entertainment activities. As a result, COVID-19 is likely to be a catalyst driving engagement with their broadband service and some will look to future-proof their connections by upgrading to contracts with faster speeds.”

– **Joe Birch, Consumer Technology Analyst**

This report looks at the following areas:

- The impact of COVID-19 on the broadband and bundled communications services market and on consumer behaviour.
- Market size and forecast of the broadband and bundled communications market.
- Innovations of companies operating in the market, including new product launches and investments in satellite and Gigabit broadband.
- Key advertising activity, including top campaigns by providers in the broadband and bundled communications market.
- Consumer use of key broadband suppliers and levels of satisfaction with them.
- Consumer take-up of bundled communications services and attitudes towards broadband and bundled communications services.

Satisfaction levels with consumers’ current broadband provider are high. Just 4% would say they are “dissatisfied” with the service they receive from their provider and only 1% would say they are “very dissatisfied.”. Beyond ensuring no significant service outages, there is not a great deal that providers need to do to ensure levels of satisfaction remain high – although this is also an indication that inertia is a significant barrier to switching providers.

11% of consumers who are internet bill payers have been with their provider for less than 12 months, and of those, 29% say that COVID-19/coronavirus caused them “to upgrade my broadband connection to a faster service”. However, of the 89% who have been with their provider longer than 12 months, over one in five (21%) say they have considered upgrading their broadband connection since COVID-19 started.

43% of all consumers say that “It is better to stick with what you know when it comes to broadband providers”. Also, 37% say that “concerns over loss or interruption of service(s) have put me off switching providers in the past”. The cautious approach may in part be down to consumers feeling a loss more acutely than any potential gain they may see from changing a provider, which can put off active shopping around to find better deals.

Auto-switching tools are successfully deployed in other markets for insurance and utilities and one for telecoms services could gain traction. 52% say that a tool to automatically find and switch to cheaper deals with equivalent services would be appealing, which could help those overwhelmed by choice navigate the market better.

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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

Overview

Key issues covered in this Report

- COVID-19: market context
- Impact of the January lockdown and the vaccination rollout
- Economic and other assumptions
- Products covered in this Report

Executive Summary

Impact of COVID-19 on broadband and bundled communications category
 Figure 1: Short, medium and long-term impact of COVID-19 on broadband and bundled communications market, February 2021

The market

Small uptick in faster broadband packages offset by falling voice and TV revenues
 Increased usage of data does not necessarily translate into more revenues
 Industry-wide decline in voice revenues also affects market size

Pay-TV sector hit hard due to COVID-19 suspension of sport
 Figure 2: Market size and forecast for broadband and bundled communications sector, 2015-25 (prepared on 8/2/21)

Companies and brands

Smaller players can establish a foothold with ultrafast offerings
 Investment in ultrafast broadband offerings will see established players consolidate
 Figure 3: Fixed broadband market share, 2013-19

Sky loses approximately 300,000 pay-TV customers between Q1 and Q3 2020

OneWeb aims for the stars with satellite broadband provision

The consumer

COVID's impact has caused some to upgrade their internet package and made others think about doing so
 BT holds marginal gain over Virgin Media as most popular broadband provider
 Figure 4: Broadband supplier, November 2020

Nearly four in 10 have super or ultrafast broadband connections

Over a quarter don't know what speed their broadband service is
 Figure 5: Average speed of broadband connection, November 2020

16% have 10 or more devices running on their broadband connection
 Figure 6: Number of devices connected to broadband, November 2020

The majority are satisfied with their broadband provider
 Figure 7: Levels of satisfaction with broadband providers, November 2020

Landline and broadband remains the most common bundle
 Figure 8: Use of bundled services, November 2020

Over a third are paying more than £41 a month for communications services
 Figure 9: Average monthly spend with broadband provider, November 2020

Over half have haggled with their provider to get a better deal on broadband services

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Figure 10: Attitudes towards broadband and bundled communications services, November 2020

More than half see the appeal of a broadband-switching tool

Figure 11: Attitudes towards broadband services, November 2020

Issues and Insights

Consumers' lack of engagement and knowledge can hinder switching

Simplifying service level language can help break down barriers of engagement

More can be done to encourage switching in the marketplace

A 'no drop in service' guarantee would assuage worried switchers

A 'do it for me' tool can distil the abundance of choice and create a valuable shortcut for consumers

Gigabit rollout can bring smaller players into the fray more during 2021

The Market – Key Takeaways

Average monthly data usage up over a third in 2020 due to COVID-19

Market value in 2020 will likely drop off as reduction in pay-TV and telecoms revenues inhibits growth

Household financial pressures can mean some are in danger of having services cut

National Infrastructure Plan and Universal Service Obligation provide a platform for growth

Market Size and Forecast

Downward trend of market value to continue despite consumers' reliance on broadband connections

Figure 12: Short, medium and long-term impact of COVID-19 on broadband and bundled communications market, February 2021

Small uptick in faster broadband packages offset by falling voice and TV revenues

Increased usage of data does not necessarily translate into more revenues

Household financial pressures can mean some are in danger of having services cut

Industry-wide decline in voice revenues also affects market size

Pay-TV sector hit hard due to COVID-19 suspension of sport

Figure 13: Market size and forecast for broadband and bundled communications sector, 2015-25 (prepared on 8/2/21)

Figure 14: Market size and forecast for broadband and bundled communications sector, 2015-25 (prepared on 8/2/21)

Figure 15: Fixed telecoms and TV subscription revenues, 2015-20

Market drivers and assumptions

Figure 16: Key drivers affecting Mintel's market forecast, 2015-25 (prepared on 5 March 2021)

Learnings from the last recession

Forecast methodology

Market Drivers

Impact of the January 2021 lockdown

One in five households suffering from affordability problems in 2020

Figure 17: Trends in how respondents would describe their financial situation, Jan 20-Jan 21

Major telecoms players announce inflation-busting price rises in 2021

Monthly data usage up nearly 80% in two years

Gaming drives another peak in broadband data usage

Figure 18: Average traffic profile (Gbit/s) on weekdays before national lockdown (27 Jan-22 March 2020) and subsequent lockdown (23 Mar-31 July)

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Average speeds hit 64Mbit/s in 2019

Figure 19: Average download speed of UK residential fixed broadband connections, 2013-19

Government announces National Infrastructure Plan

Universal Service Obligation launches in March 2020

Figure 20: Residential gigabit-capable and full-fibre coverage, UK, 2020

Companies and Brands – Key Takeaways

BT continues as top broadband provider

OneWeb and Starlink aim for the stars with satellite broadband programmes

Gigabit rollout gathers pace

Telecoms companies support families, students and jobseekers through COVID

Market Share

BT continues as top broadband provider

Smaller players can establish a foothold with ultrafast offerings

Investment in ultrafast broadband offerings will see established players consolidate

Figure 21: Fixed broadband market share, 2013-19

Sky loses approximately 300,000 customers between Q1 and Q3 2020

Numbers of terrestrial-only households down in Q3 2020

Figure 22: UK household TV platforms, Q3 2020 and Q4 2019

Launch Activity and Innovation

OneWeb aims for the stars with satellite broadband provision

Starlink runs a beta test in December 2020 for satellite broadband provision

Zen Internet to offer gigabit broadband in Newcastle and Worthing

CityFibre launches tie-ups with Virgin and TalkTalk to deliver full-fibre services

Virgin continues its rollout of Gigabit broadband across the UK

Scotland gets funding boost for its gigabit project

Community Fibre launches 3 Gigabit home broadband service

Sky gives customers free perks on mobile, calls and viewing service during initial lockdown

Telecoms companies support families, students and jobseekers through COVID

Virgin Media launches new Virgin 360 TV service and revamps Virgin TV Go

Advertising and Marketing Activity

BT urges consumers not to be with the wrong provider

Figure 23: Top 10 advertisers in above-the-line, online display and direct mail advertising expenditure on home broadband, home broadband & landline, home broadband & landline & TV, and mobile and fixed-line services, 2020

Sky focuses on TV spots for its broadband sale but runs into trouble with ASA

COVID-19 brings out a rethink on creative campaigns to focus on brand tone

BT runs mini-educational slots to help nation's digital literacy

Figure 24: Top 10 telecoms advertising campaigns, by product and channel, 2020

Nielsen Ad Intel coverage

Brand Research

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Brand map

Figure 25: Attitudes towards and usage of selected brands, December 2020

Key brand metrics

Figure 26: Key metrics for selected brands, December 2020

Brand attitudes: Sky Broadband is the most recommended brand out of all providers

Figure 27: Attitudes, by brand, December 2020

Brand personality: Virgin Media seen as the most 'exclusive' of brands

Figure 28: Brand personality – Macro image, December 2020

BT seen as the most reliable

Figure 29: Brand personality – Micro image, December 2020

Brand analysis

Sky Broadband performs well across all brand metrics

Figure 30: User profile of Sky Broadband, December 2020

Nearly two thirds who have ever used Virgin Media would give a positive endorsement

Figure 31: User profile of Virgin Media, December 2020

BT has the highest proportion of consumers who have ever used the brand

Figure 32: User profile of BT, December 2020

Vodafone seen as a "flexible" and "approachable" brand

Figure 33: User profile of Vodafone, December 2020

The Consumer – Key Takeaways

COVID's impact has caused some to upgrade their internet package and made others think about doing so

BT holds marginal lead over Virgin Media as most popular broadband provider

Over two thirds of consumers have been with their broadband provider for more than three years

Nearly four in 10 have super or ultrafast broadband connection

The majority are satisfied with their broadband provider

Landline and broadband is the most common bundle

Over half have haggled with their provider to get a better deal on broadband services

Auto-switching tools can help demystify the market and filter choice

Impact of COVID-19 on Consumer Behaviour

Increased data use due to year of working from home and changing shopping habits

COVID's impact has caused some to upgrade their internet package and made others think about doing so

Figure 34: Consumer behaviour during COVID-19 pandemic, April-December 2020

Use of Broadband Providers

BT holds marginal gain over Virgin Media as most popular broadband provider

TalkTalk's status as most complained network could see it vulnerable to churn

TalkTalk's customer base is more financially vulnerable

Figure 35: Broadband supplier, November 2020

Over two thirds of consumers have been with their broadband provider for more than three years

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Loss aversion can also factor into consumers staying with provider

Figure 36: Length of time with broadband provider, November 2020

Broadband Speed and Usage

Nearly four in 10 have super or ultrafast broadband connections

Virgin customers most likely to be accessing ultrafast packages

Over a quarter don't know what speed their broadband service is

Room for growth of faster broadband services

Figure 37: Average speed of broadband connection, November 2020

16% have over 10 devices running on their broadband connection

Figure 38: Number of devices connected to broadband, November 2020

Multiple device owners have a need for speed

Figure 39: Connected personal technology devices, by broadband speed, November 2020

Satisfaction with Broadband Providers

The majority are satisfied with their broadband provider

With baseline stability established, speed is the main battleground

Figure 40: Levels of satisfaction with broadband providers, November 2020

Plusnet has the highest levels of people saying they are dissatisfied with their broadband service

Figure 41: Satisfaction, by broadband provider, November 2020

Among those who are dissatisfied, unreliable service is the biggest complaint

Figure 42: Reasons for broadband dissatisfaction, November 2020

Use of Bundled Services

Landline and broadband remains the most common bundle

Figure 43: Use of bundled services, November 2020

Standalone broadband services can see further traction

Figure 44: Use of bundled services, by provider, November 2020

Over a third are paying more than £41 a month for communications services

Further price competition expected for faster connections and additional services

Figure 45: Average monthly spend with broadband provider, November 2020

Attitudes towards Broadband and Bundled Communications Services

Over half have haggled with their provider to get a better deal on broadband services

Younger people more likely to be concerned about losing broadband service

New rules from the regulator could help overcome trepidation in switching

Bundled services still an effective pull for consumers

Additional services can create value and lasting relationships with consumers

Locking consumers in to multiple services, even with a significant discount, can pay off in the long term

Figure 46: Attitudes towards broadband and bundled communications services, November 2020

For some demographics, the option of flexibility is key

More than half see the appeal of a broadband-switching tool

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Auto tools can help demystify the market and filter choice...

...and bring more niche players into the market

Figure 47: Attitudes towards broadband services, November 2020

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

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