

Mobile Phones – Ireland – 2022

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This report looks at the following areas:

- The impact of the cost of living crisis on mobile phone usage among both NI and RoI consumers.
- Which handset brands are the most prevalent among Irish smartphone users.
- Which phone networks are the most used among consumers and if consumers prefer prepaid or postpaid subscriptions.
- How the rollout of 5G has progressed in Ireland, and to what degree NI consumers have adopted the new service.
- The activities that consumers mainly use their smartphones for.

Just as consumers were recovering from COVID-19's impact on their lifestyles and phone habits, the cost of living crisis has put more consumers under financial pressure in 2022. This will lead to changes in how consumers use their phones, the subscription types they use and how often they choose to upgrade their handsets. Despite these difficulties, mobile phones remain ubiquitous among Irish consumers, and consumers are increasingly looking to find more sustainable ways of using them.



“2022 has brought new challenges to the mobile phone sector, with increased costs of living negatively impacting consumer confidence and finance – potentially seeing consumers reigning in their spending on phone services and upgrading handsets less frequently.”

– **Brian O’Connor, Senior Consumer Analyst**

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Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Issues covered in this Report**

EXECUTIVE SUMMARY

- **The market**
Figure 1: Total number of mobile phone subscribers, Iol, NI and Rol, 2017-23
Figure 2: Mobile revenues, by data and voice & other revenues, Rol, 2017-22
Figure 3: Mobile subscriptions, by prepay and post-pay, Rol, 2017-22
- **Impact of COVID-19 on mobile phones**
Figure 4: Expected impact of COVID-19 on mobile phones, short, medium and long term, 2022
- **Cost of living crisis bites into consumer finances**
Figure 5: How consumers describe their current financial situation, Iol, April-August 2022
Figure 6: Selected issues consumers have been affected by in the last 2 months, Iol, June and August 2022
- **16% have switched mobile or broadband provider due to cost of living**
Figure 7: Cost-saving measures adopted by Irish consumers in the last 2 months, Iol, 2022
- **Postpaid subscriptions see 5% increase in Rol**
Figure 8: Average cost for residential postpaid mobile phone subscription, by selected European countries, 2020-21
- **Mobile data use continues to grow**
- **5G uptake increases, but 4G still dominates**
Figure 9: 5G vs 4G and 3G subscriptions, Rol, 2017-22
- **Companies and innovations**
- **The consumer**
- **Apple and Samsung continue to lead handset ownership**
Figure 10: Type of smartphone brand that consumers currently personally own, NI and Rol, 2022
Figure 11: If consumers' current handset is the same brand as their previous brand, NI and Rol, 2022
- **Vodafone is Rol's most popular network, while O2 continues to dominate NI**
Figure 12: Mobile network providers used by consumers for their main mobile phone, Rol, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 13: Mobile network providers used by consumers for their main mobile phone, NI, 2022

- **Postpaid contracts continue to increase in usage**

Figure 14: Type of mobile network connection, NI and RoI, 2022

- **Batteries continue to be key factor for new smartphones, while NI consumers more attracted to brand than RoI**

Figure 15: Most important factors when buying a new smartphone, NI and RoI, 2022

- **High satisfaction with network coverage, but fear of mental health impact of overuse of phones**

Figure 16: Agreement with statements relating to mobile phones, NI and RoI, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

THE MARKET – WHAT YOU NEED TO KNOW

- **2021-22 sees growth in subscribers slow**
- **Cost of living crisis bites into consumer finances**
- **16% have switched mobile or broadband provider due to cost of living**
- **Postpaid subscriptions see 5% increase in RoI**
- **Mobile data use continues to grow**
- **5G uptake increases, but 4G still dominates**

MARKET SIZE AND FORECAST

- **Short-, medium- and long-term impact on the industry**

Figure 17: Expected impact of COVID-19 on mobile phones, short, medium and long term, 2022

- **Subscriber growth slowing to a crawl in 2022**

Figure 18: Total number of mobile phone subscribers, RoI, NI and RoI, 2017-22

Figure 19: Mobile revenues, by data and voice & other revenues, RoI, 2017-22

- **Postpaid services continue to grow**

Figure 20: Mobile subscriptions, by prepay and post-pay, RoI, 2017-22

- **Vodafone and Three continue RoI market domination**

Figure 21: Operator share of the market, RoI, 2018-22

MARKET DRIVERS

- **Consumers struggling in 2022**

Figure 22: How consumers describe their current financial situation, RoI, 2022

Figure 23: How consumers rate their financial situation compared to 12 months previously, RoI, 2022

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Figure 24: Selected issues consumers have been affected by in the last 2 months, Iol, 2022

- **16% have switched to cheaper phone/broadband provider due to cost of living issues**

Figure 25: Cost-saving measures adopted by Irish consumers in the last 2 months, Iol, 2022

- **Average postpaid prices increase 5% in 2021-22**

Figure 26: Average cost for residential postpaid mobile phone subscription, by selected European countries, 2020-21

- **Mobile data usage continues to grow – despite increased costs of living**

Figure 27: Average mobile data usage, Iol, 2017-22

Figure 28: Total data usage (petabytes), UK, 2021-22

- **5G rollout continues, but 4G continues to be most used**

Figure 29: 5G vs 4G and 3G subscriptions, Iol, 2017-22

COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

- Efforts to boost handset recycling
- Worthmore allows consumers to offset phone
- Improving access to second-hand phones

WHO'S INNOVATING?

- Vodafone Germany signs up to 'One for One'
- Paying to offset your phone
- Vending for second-hand phones

COMPANIES AND BRANDS

- Mobile phone brands
- Apple
 - Key facts
 - Product portfolio
 - Recent developments
- Huawei
 - Key facts
 - Product portfolio
 - Recent developments
- Samsung
 - Key facts
 - Product portfolio
 - Recent developments
- Sony
 - Key facts
 - Product portfolio
 - Recent developments

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- Mobile phone networks
- EE (Everything Everywhere)
- Key facts
- Products and services
- Recent developments
- Telefonica (Virgin Media O2)
- Key facts
- Products and services
- Recent developments
- Three
- Key facts
- Products and services
- Recent developments
- Tesco Mobile
- Key facts
- Products and services
- Recent developments
- Eir Group
- Key facts
- Products and services
- Recent developments
- Post Mobile
- Key facts
- Products and services
- Recent developments
- Sky Plc
- Key facts
- Products and services
- Recent developments
- Vodafone
- Key facts
- Products and services
- Recent developments
- BT Group
- Key facts
- Products and services
- Recent developments

THE CONSUMER – WHAT YOU NEED TO KNOW

- Samsung and Apple continue to be favoured handset brands
- Vodafone is RoI's most popular network, while O2 continues to dominate NI

What's included

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Monthly contracts see eight-percentage-point increase in RoI in 2020-22**
- **Long-lasting battery a key handset consideration**
- **High satisfaction with network coverage, but fear of mental health impact from overuse of phones**

SMARTPHONE BRAND

- **Apple and Samsung continue to be top handsets**
Figure 30: Type of smartphone brand that consumers currently personally own, NI and RoI, 2022
- **Younger consumers drawn to Apple; older consumers to Samsung**
Figure 31: Consumers who own an Apple handset, by age, NI and RoI, 2022
Figure 32: Consumers who own a Samsung handset, by age, NI and RoI, 2022
- **Seven in ten have the same phone brand as their last handset**
Figure 33: If consumers' current handset is the same brand as their previous brand, NI and RoI, 2022
Figure 34: If consumers' current handset is the same brand as their previous brand, by socio-economic group, NI and RoI, 2022

MOBILE NETWORK PROVIDER USED

- **Vodafone holds strongest consumer base in RoI**
Figure 35: Mobile network providers used by consumers for their main mobile phone, RoI, 2021
- **NI continues to be dominated by O2**
Figure 36: Mobile network providers used by consumers for their main mobile phone, NI, 2022
- **O2 sees strong use among women**
Figure 37: Consumers who use O2 as a mobile network provider, by gender, NI, 2022
- **Vodafone has stronger usage among mature consumers**
Figure 38: Consumers who use Vodafone as a mobile network provider, by age group, NI and RoI, 2022

TYPE OF MOBILE NETWORK CONNECTION

- **Usage of monthly contracts increases in 2020-22**
Figure 39: Type of mobile network connection, NI and RoI, 2022
- **Postpaid usage increases with age**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 40: Usage of a monthly contract connection, by gender and age group, NI and RoI, 2022

IMPORTANT FACTORS FOR NEW SMARTPHONES

- **Long-lasting batteries and storage capacity are key factors**

Figure 41: Most important factors when buying a new smartphone, NI and RoI, 2022

- **Mature consumers put more stock in battery life**

Figure 42: Consumers who consider long battery life an important factor when buying a new smartphone, by age group, NI and RoI, 2022

- **NI consumers more likely to value brand name**

Figure 43: Consumers who consider brand an important factor when buying a new smartphone, by gender, NI and RoI, 2022

- **Camera quality much more important to women**

Figure 44: Consumers who consider camera quality an important factor when buying a new smartphone, by age group, NI and RoI, 2022

ATTITUDES TOWARDS MOBILE PHONES

- **Four in five satisfied with their mobile connection**

Figure 45: Agreement with statements relating to mobile phones, NI and RoI, 2022

- **Affluent consumers more inclined to fear mental health impact**

Figure 46: Agreement with the statement 'I am concerned about the mental health implications of using my smartphone too often', by socio economic groups, NI and RoI, 2022

- **NI consumers more wary of roaming charges**

- **Over a third would take environmental factors into consideration when buying a phone**

Figure 47: Agreement with the statement 'I would consider how environmentally friendly the manufacturer is before buying a smartphone', by generational cohort, NI and RoI, 2022

Figure 48: If consumers feel their lifestyles are more environmentally friendly now compared to 12 months previously, NI and RoI, 2022

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Data sources**
- **Generational cohort definitions**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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• Abbreviations

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Powerpoint Presentation

Interactive Databook

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