

Mobile Network Providers - UK - February 2019

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“People are increasingly favouring cheaper, more flexible SIM-only plans and are becoming more data-reliant. Therefore 5G could have a significant impact on mobile viewing habits as consumers get access to instant video streaming and downloading. Network providers will need to cater to bigger data allowances, although 5G is also likely to drive higher smartphone prices.”
– Zach Emmanuel, Consumer Technology Analyst

This report looks at the following areas:

- 5G introduction could accelerate the shift to SIM-only contracts
- Data, not calls or texts, is the key battleground

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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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The facts

The implications

The Market – What you need to know

Rise in SIM-only contributes to overall market drop

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EE continues to lead market thanks to popularity with older generations

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EE adds Samsung Galaxy Watch 4G and Upgrade Anytime Plan contract plan

Major networks announce range of rewards and partnerships to keep customers

Netflix and Amazon Prime work with providers to offer streaming discounts

Giffgaff continues to be most recommended network

Consumer trust major networks but question marks over Vodafone

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EE continues to lead market thanks to popularity with older generations

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5G innovation

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The Consumer – What You Need to Know

- EE continues to lead market
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