

Broadband and Bundled Communication Services - UK - 2022

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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.
- Key advertising activity, including top campaigns by providers in the broadband and bundled communications market.
- Consumer use of key broadband suppliers, length of time with provider, key driver analysis of satisfaction with broadband providers.
- Attitudes towards broadband and bundled communications services.
- Brand research of four major broadband brands operating in the market.

25% of consumers have been with their broadband provider for 5-10 years, and a further 21% have been with them for over 11 years. Larger providers, such as BT and Virgin, have the longest-term relationships with consumers, which suggests significant customer inertia in the market.

There is evidence that COVID-19 has been a catalyst for consumers to boost internet performance to handle the increased demands of spending more time working and relaxing at home. 32% of broadband users have had their broadband contract for less than two years and of those, over a third say they upgraded their services at least partly as a result of COVID-19.

Over three in 10 consumers do not know what speed they get from their broadband connection, a figure that has risen 5 percentage points since 2020. With broadband providers eager to promote newer, faster networks, such as gigabit-capable and full-fibre speeds, there is a tendency to rely on technical terminology to make an impression. However, this could prove alienating for many people, and there is a need to simplify terminology and language as



“COVID-19 has prompted some consumers to upgrade their broadband to faster speeds to cope with the increased demands of working, schooling and spending more leisure time at home. However, there is significant headroom for growth of full fibre and gigabit take up.”

– Joe Birch, Consumer Technology Analyst, February 2021

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much as possible to increase engagement across less tech-savvy segments of the population.

57% of broadband users say they think it is worth paying extra to have the fastest broadband speed available, a figure that rises to 78% of buyers in households with incomes over £75,000. The rollout of next-generation networks will allow providers to promote better, faster connections and sell a future-proofed connected lifestyle to consumers.

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