Communications Service Providers (CSPs) will continue to succeed by delivering the value their customers crave. Let’s look at the trends driving that success.

1. The Behavioral Trending
Some may see this as a way of attracting those that are more cost-driven. But it is really about providing value. From the bundling of actual mobile phone features, to the addition of streaming and subscription services, internet, 5G connectivity, and/or cable—tailoring plans to reach specific audiences is key.

PRO TIP: Consumers crave personalization. Creating bundles that appeal to differences like age, income, education, activity level, and/or travel abroad plans, will pay huge dividends. Some consumers will always prefer to buy individually, however. Also offering products separately may more clearly show the value in packages.

2. Next-Generation Technology

- 5G is considered an energy-intensive technology, yet is still more energy efficient than legacy 2G, 3G and 4G.

Source: Reviews.org

- Note: every income category indexed around 100 (on average) for “high daily screen time” and “carry it everywhere”.

- Note: Hispanics were more likely to watch shows on a smartphone than any other device.

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PRO TIP: Tailored data generally enhances the experience and is easier for the consumer to use. But many carriers are not quite there yet. This is an area of opportunity for CSPs. Tailoring plans to a market of all consumers will need a lot of research and analytics. This could be a strong strategy for more mature segments.

3. 5G and the Device

As of April 2023, 5G network access was available in 503 cities in the United States, the most of any country worldwide.

Source: Statista

PRO TIP: For younger people, 5G represents seamless connectivity for streaming videos, online gaming, and staying connected—all crucial to their digital lifestyles. More mature populations prioritize reliability and service, while wealthier individuals may be more invested in smart home technology and IoT. Extending the lifetime of mobile phones by a year, would save about 21.4 million tons of carbon emissions annually by 2030.

Source: ABI Research

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56.9% of Americans say they are addicted to their phones.

The Mobile Phone Obsession

Source: Statista

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30%

60% of internet customers now say they bundle cell phone plans with internet plans.

Source: Statista

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