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## **New *iGR* study forecasts worldwide mobile data traffic through 2023**

### ***Increasing number of connections, including 5G, will drive growth***

**AUSTIN, Texas, January 22nd, 2019** – The amount of data flowing over the world’s mobile network is increasing exponentially. Many factors contribute to the growing amount of worldwide mobile data, including reasonably priced data-centric smartphones and the trend toward consuming content stored in the cloud, especially video. Continued network rollouts, such as 3G and 4G deployments in developing markets and upgrades to LTE and deployments of 5G networks in developed markets, will also contribute to the total amount of data traffic.

*iGR*, a market research consultancy focused on the wireless and mobile industry, has just released a new market study that forecasts worldwide mobile data traffic over the next five years.

“*iGR* believes that the consumption of mobile data will grow aggressively over the forecast period in both developing markets and more mature markets,” said Iain Gillott, president and founder of *iGR*. “Commercial 5G networks using the Non-standalone 5G NR standard have already been deployed in a few select markets of the world, and 5G’s expanding deployment over the next five years will only increase the amount of data consumers use.”

*iGR*’s new market study, [Global Mobile Data Forecast, 2018 – 2023: Growth in the 5G Era](#), forecasts the mobile data traffic from 2018 to 2023 at the global level, as well as for North America, Latin America, Europe, Middle East and Africa, and Asia-Pacific. For each region, *iGR* forecasts the number of connections, the amount of data usage per month per quartile of connection, and the total amount of mobile data traffic per month.

The following key questions are addressed in the new research study:

- What are the drivers of mobile data traffic?
- How will 5G affect mobile data usage in each region?
- What is mobile data usage today in all regions of the world and at what rate is mobile data usage expected to grow over the forecast period?
- For each region, how much mobile data traffic is used by an average mobile connection?
- For each region, how much mobile data traffic is used by each quartile?

- What levels of mobile data usage of some of the major mobile operators in each region experiencing?

The information in this report will be valuable for:

- Mobile operators
- Device OEMs
- Mobile infrastructure and equipment OEMs
- Content providers and distributors
- Financial analysts and investors

The new report can be [purchased](#) and downloaded directly from *iGR*'s website at [www.iGR-inc.com](http://www.iGR-inc.com). Alternatively, contact Iain Gillott at [iain@iGR-inc.com](mailto:iain@iGR-inc.com) for additional details.

## ***About iGR***

*iGR* is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now in its nineteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

*iGR* researches a range of wireless and mobile products and technologies, including: 5G, 4G LTE, smartphones, tablets, connected cars, V2X and V2V, mobile applications, bandwidth demand and use, 5G small cell and het-net architectures, 5G new core virtualization, mobile EPC and RAN virtualization, edge computing, in-building wireless, CBRS, mmWave, spectrum farming, DAS, VoLTE, macro-, pico- and femtocells, mobile front/backhaul, WiFi and WiFi offload.

A more complete profile of the company can be found at [www.igr-inc.com](http://www.igr-inc.com).