

**Global Mobile Data  
Forecast, 2020-2025:  
*Growth with a COVID  
twist***

Market Study  
First Quarter 2021





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# **Global Mobile Data Forecast, 2020 – 2025: *Growth with a COVID twist***

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A Market Study

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## Abstract

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Due to both the growing number of mobile connections in the world and mobile users' increasing usage of all types of activities on their mobile devices on faster networks, the amount of data traffic on the world's mobile network is increasing exponentially. While the global pandemic caused disruptions in all corners of the globe in 2020, mobile usage continued.

This market study forecasts the mobile data traffic from 2020 to 2025 at the global level, as well as for the regions of North America, Latin America, Europe, Middle East and Africa, and Asia-Pacific. The impact of COVID-19, which may not be the same in every region, is modeled into the forecast.

For each region, *iGR* forecasts the number of connections, the amount of data usage per connection per month in four different quartiles, and the total amount of mobile data traffic per month.

Key questions addressed:

- What are the drivers of mobile data traffic?
- How did COVID-19 affect mobile data usage in 2020? And how does *iGR* expect it to impact future years?
- 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 are some of the major mobile operators in each region experiencing?

Who should read this report:

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

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