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## **New *iGR* study estimates COVID-19 impact on worldwide mobile data traffic through 2025**

***In spite of pandemic, increasing number of 4G and 5G connections will drive growth***

**AUSTIN, Texas, January 14th, 2021** – The amount of data flowing over the world’s mobile network is increasing exponentially, due to both the growing number of mobile connections in the world and mobile users’ increasing activity on their mobile devices on even faster networks. While the global pandemic caused disruptions in all corners of the globe in 2020, mobile usage continued.

*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.

“In spite of the global pandemic, *iGR* believes that the consumption of mobile data will grow solidly over the forecast period in both developing markets and more mature markets,” said Iain Gillott, president and founder of *iGR*. “Continued migration to 4G and 5G networks will provide mobile users with faster networks and will thus contribute to the total amount of data traffic.”

*iGR*’s new market study, [Global Mobile Data Forecast, 2020 – 2025: Growth with a COVID twist](#), forecasts the mobile data traffic from 2020 to 2025 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 impact of COVID-19, which may not be the same in every region, is modeled into the forecast.

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

- 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 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 twenty-first 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, and enterprise private LTE.

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