

**Latin America
Wireless Statistics
Forecast, 2018 –
2023**

Market Study
First Quarter 2019





Latin America Wireless Statistics Forecast, 2018 – 2023

A Market Study

Published First Quarter, 2019
Version 1.0
Report Number: 1Q2019-08

iGR
12400 W. Hwy 71
Suite 350 PMB 341
Austin TX 78738

Table of Contents

Abstract	1
Executive Summary	2
Figure A: Latin America Connections and Population, 2018-2023 (000).....	2
Figure B: Latin America Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023.....	3
Figure C: Total Mobile Data Traffic (TB/month) in Latin America, 2018-2023	4
Methodology	5
Latin America Mobile Connections Forecast, 2018-2023	6
Connections Forecast Assumptions	6
Connections Forecast	6
Table 1: Latin America Connections, Population, and Penetration, 2018-2023.....	7
Figure 1: Latin America Connections and Population, 2018-2023 (000)	7
Table 2: Latin America Connections by Technology Generation, 2018-2023 (000)	8
Figure 2: Latin America Connections by Technology Generation, 2018-2023 (000)	8
Table 3: Latin America Connections by Technology, 2018-2023 (000)	9
Figure 3: Latin America Connections by Technology, 2018-2023 (000)	10
Latin America Smartphone Sales Forecast: 2018-2023	11
Smartphone Sales Forecast Assumptions	11
Handset Forecast	12
Table 4: Latin America Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023.....	12
Figure 4: Latin America Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023.....	13
Latin America Handset Forecast by Type, 2018-2023	13
Table 5: Latin America Mobile Handset Sales by Handset Type, 2018-2023	14
Figure 5: Latin America Mobile Handset Sales by Handset Type, 2018-2023 (units)	14
Latin America Smartphone Forecast by Operating System, 2018-2023	14
Table 6: Latin America Mobile OS Forecast, 2018-2023 (units)	15
Figure 6: Latin America Mobile OS Forecast, 2018-2023 (units)	15
Table 7: Latin America Mobile OS Sales Forecast, 2018-2023 (Percentage Share)	15
Figure 7: Latin America Mobile OS Sales Forecast, 2018-2023 (Percentage Share).....	16
Latin America Tablet Sales Forecast: 2018-2023	17
Tablet Sales Forecast Assumptions	17
Tablet Sales Forecast	20
Table 8: Latin America Tablet Sales, 2018-2023 (units)	20
Figure 8: Latin America Tablet Sales, 2018-2023 (units)	20
Latin America Tablet Sales by Operating System, 2018-2023	21
Table 9: Latin America Tablet Sales by OS, 2018-2023 (units)	21
Figure 9: Latin America Tablet Sales by OS, 2018-2023 (units)	21
Table 10: Latin America Tablet OS Sales Forecast, 2018-2023 (Percentage Share)	22

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2019 iGillottResearch, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

Figure 10: Latin America Tablet OS Sales Forecast, 2018-2023 (Percentage Share)	22
Latin America Tablet Sales by Form Factor, 2018-2023	22
Table 11: Latin America Tablet Sales by Form Factor, 2018-2023	23
Figure 11: Latin America Tablet Sales by Form Factor, 2018-2023	23
Latin America Tablet Sales by Connectivity Option, 2018-2023	23
Table 12: Latin America Tablet Sales by Connectivity Option, 2018-2023	24
Figure 12: Latin America Tablet Sales by Connectivity Option, 2018-2023	24
Latin America Mobile Data Usage Trends by Mobile Operator	25
Telefonica	25
Table 13: Per Quarter Mobile Data Traffic (TB), Telefonica 2017-2018	25
Figure 13: Per Quarter Mobile Data Traffic (TB), Telefonica 2017-2018	26
Table 14: Mobile Data Traffic per Subscriber (MB/Month), Telefonica 2017-2018	26
Figure 14: Mobile Data Traffic per Subscriber (MB/Month), Telefonica 2017-2018	27
America Movil	28
AT&T Mexico	29
Mobile Data Traffic Forecast Methodology	30
Connections, not Subscribers	31
Quartiles	31
Latin America Mobile Data Traffic Forecast, 2018-2023	33
Table 15: Latin America Connections, Population, and Penetration, 2018-2023	33
Figure 15: Latin America Connections and Population, 2018-2023(000)	33
Table 16: Connection per Quartile in Latin America (000s), 2018-2023	34
Table 17: Per-Connection Mobile Data Use (MB/month) in Latin America, 2018-2023	34
Figure 16: Per-Connection Mobile Data Use (MB/month) in Latin America, 2018-2023	35
Table 18: Total Mobile Data Traffic (TB/month) in Latin America, 2018-2023	35
Figure 17: Total Mobile Data Traffic (TB/month) in Latin America, 2018-2023	36
Table 19: Percentage of Mobile Data Traffic by Quartile in Latin America, 2018-2023	36
Figure 18: Percentage of Mobile Data Traffic by Quartile in Latin America, 2018-2023	37
Definitions	38
Definitions Table	38
About iGR	58
Disclaimer	58

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2019 iGillottResearch, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

Abstract

Mobile subscribers in Latin America increasingly depend on a variety of mobile devices to stay connected. At the same time, they are increasing their usage of mobile data.

This market study overviews the Latin American mobile market and includes detailed information and a five-year forecast for the following areas of the market:

- Mobile Connections
- Smartphone Sales
- Tablet Sales
- Mobile Data Traffic.

Key questions addressed:

- What is the population of Latin America and what is its mobile penetration?
- How many mobile connections exist and how are they expected to grow between 2018 and 2023?
- What is the split of those connections by technology type (GSM, CDMA, UMTS/HSPA, LTE and 5G) and generation (2G, 3G, 4G and 5G)?
- What are the anticipated global handset and smartphone sales for 2018 to 2023?
- What are the anticipated tablet sales for 2018 to 2023?
- What is mobile data usage today and at what rate is mobile data usage expected to grow over the forecast period?
- How does mobile data usage differ between quartiles?

Who should read this report?

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

Quoting information from an iGillottResearch publication: external – any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2019 iGillottResearch, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2019 iGillottResearch, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.