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According to a study by Ericsson, the market for consumer services based on 5G networks could reach \$ 31 trillion by 2030. 5G services could bring operators \$ 3.7 trillion, and revenue could be higher if related services emerge.

By actively promoting various 5G use cases and bundled offerings, operators can generate \$ 131 billion from digital services alone by 2030. 40% of this amount is the expenses of subscribers for 5G services using video, augmented and virtual reality (AR and VR) technologies, and games. More than half of user spending by 2030 will be for immersive services, including games, shopping and education.

As part of the study, experts assessed the impact of the COVID-19 pandemic on the 5G market. In early 2019, the average user was willing to increase spending by 20% for 5G services, but this figure dropped to 10% over the year. However, one in three early adopters of 5G technologies still agree to increase their spending by 20%.

- 5G services could bring the ICT industry a combined \$ 31 trillion in revenue by 2030.
- Operators can generate up to \$ 3.7 trillion from consumer 5G services by 2030.
- More than half of user spending by 2030 will be on services with augmented reality (AR) effect.