

Six key consumer trends driving 5G adoption

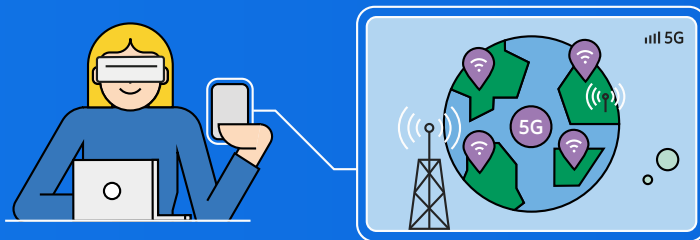
01. Consumer 5G adoption to be inflation-resilient

510 million smartphone users across 37 markets intend upgrading to a 5G subscription in 2023. Eight in 10 current 5G users don't want to return to 4G.



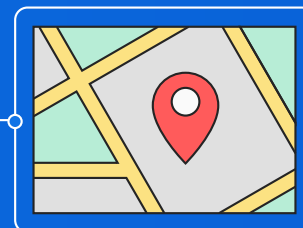
02. 5G is being adopted by a new wave of users with higher expectations

The next wave of 5G users have high expectations on 5G performance, especially network coverage, compared to early adopters who care about new innovative services enabled by 5G.



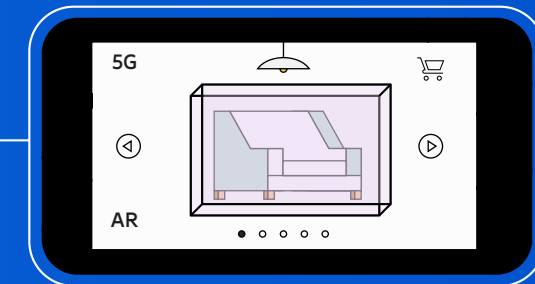
03. Perceived 5G availability is emerging as the new satisfaction benchmark

While many 5G markets have achieved 5G population coverage of more than 60 percent, only 33 percent of 5G users typically perceive being connected to 5G more than 50 percent of the time.



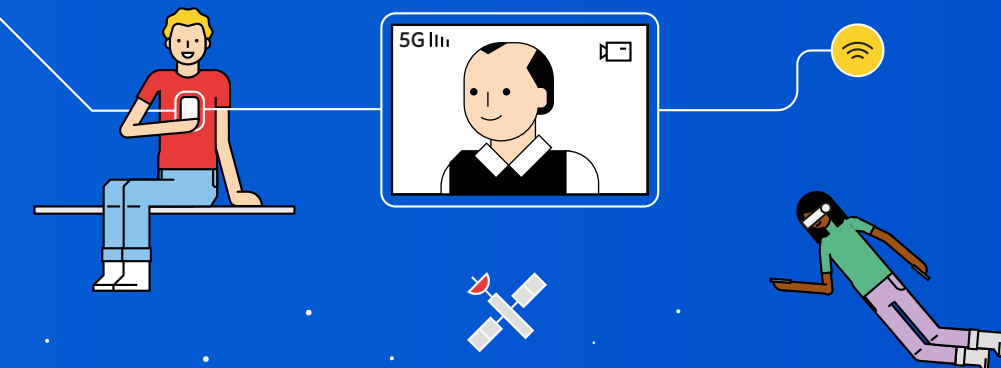
04. 5G is pushing up usage of enhanced video and augmented reality (AR)

Twice as many 5G users are now engaging in more than three digital services compared to in 2020. Time spent on AR apps by 5G users has doubled to two hours per week, compared to 4G users.



05. 5G monetization models are expected to evolve

Six in 10 consumers expect 5G offerings to move beyond more data volume and speeds to on-demand tailored network capabilities for specific needs.



06. 5G adoption is paving the path to the metaverse

5G users today typically spend 1 hour more per week than 4G users on metaverse-related activities. They also expect that by 2025, two hours of additional video content will be consumed weekly on mobile devices, 1.5 hours of which will be on mixed reality glasses.

