



South Asia

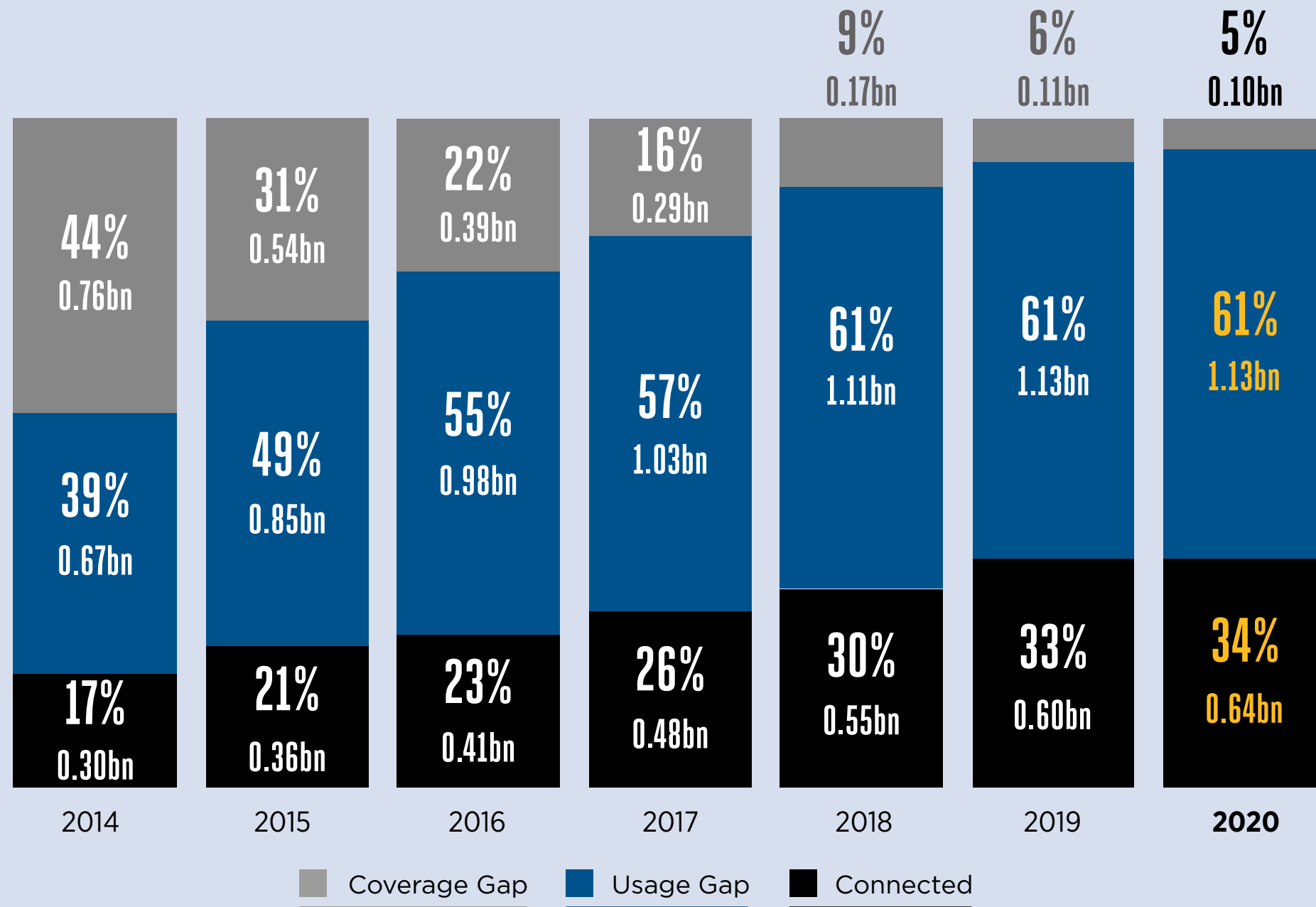


Connected Society

Mobile Internet Connectivity 2021

South Asia Key Trends

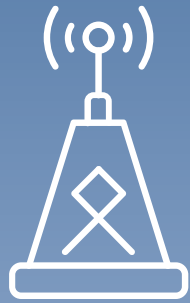




- Mobile broadband coverage has increased significantly, but a substantial usage gap persists with 61% of the population not using mobile internet despite living in areas with mobile broadband coverage.
- The gender gap in mobile internet use has decreased significantly but remains significant with women 36% less likely to use mobile internet than men.

Source: GSMA Intelligence. 'Usage gap' refers to populations that live within the footprint of a mobile broadband network but who are not using mobile internet. 'Coverage gap' refers to populations that do not live within the footprint of a mobile broadband network (3G or above).

NB: totals may not add up to 100% due to rounding.



COVERAGE

56%	2014
69%	2015
78%	2016
84%	2017
87%	2018
91%	2019
93%	2020



COVERAGE

23%	2014
40%	2015
59%	2016
66%	2017
87%	2018
92%	2019
93%	2020



COVERAGE

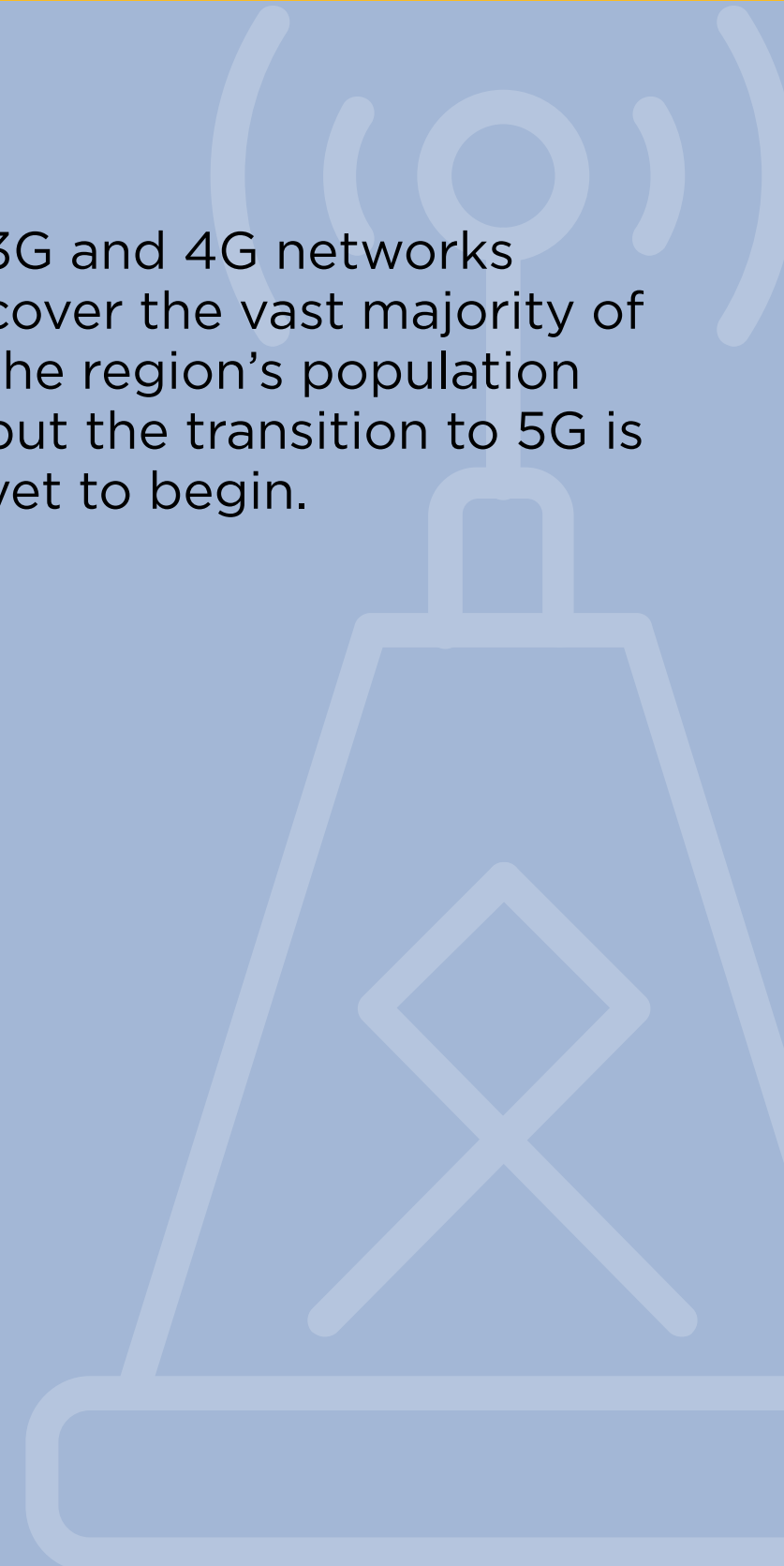
0%	2014
0%	2015
0%	2016
0%	2017
0%	2018
0%	2019
0%	2020

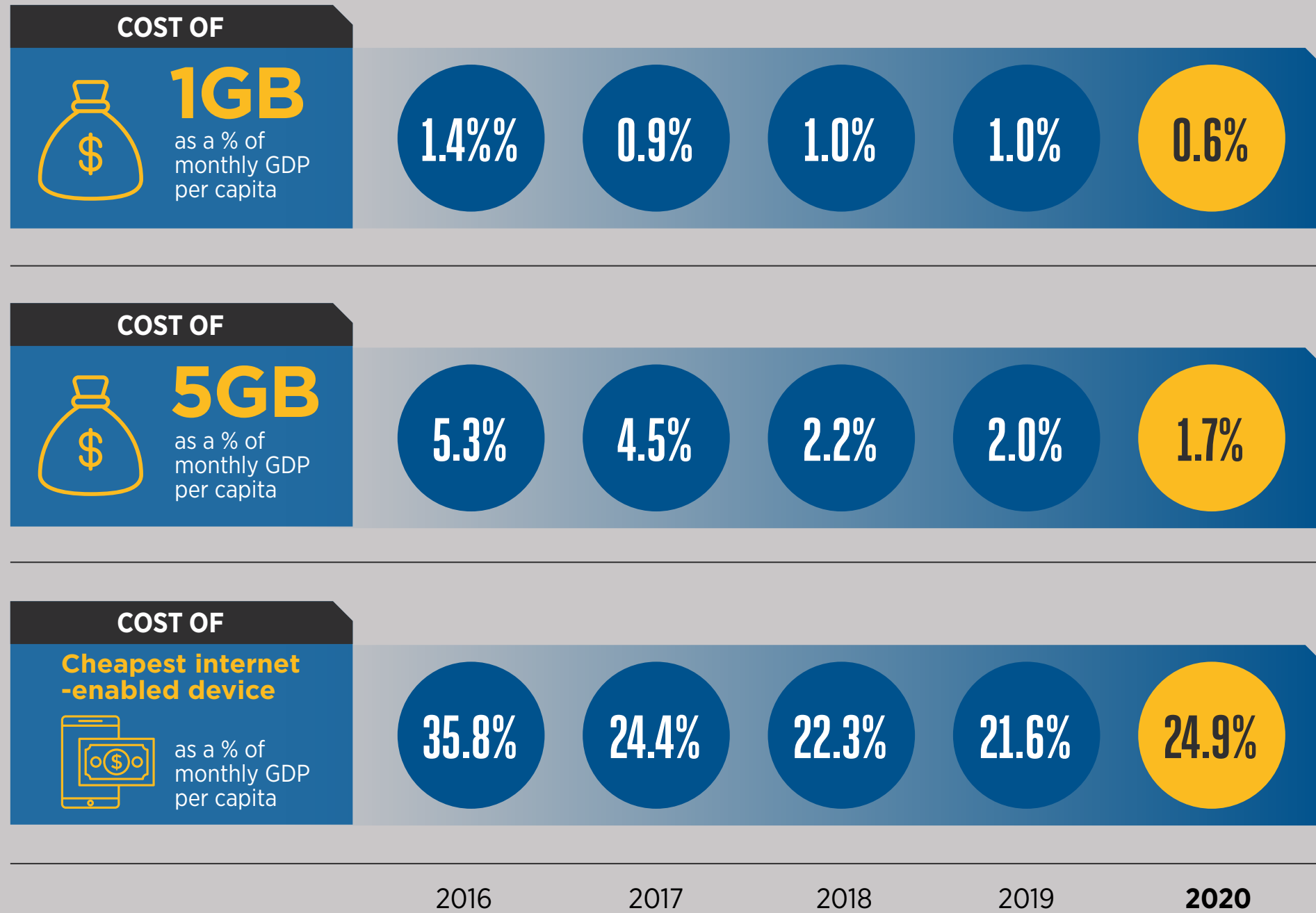


DOWNLOAD SPEEDS

3.7 Mbps	2014
4.3 Mbps	2015
5.5 Mbps	2016
7.0 Mbps	2017
8.2 Mbps	2018
9.7 Mbps	2019
10.7 Mbps	2020

- 3G and 4G networks cover the vast majority of the region's population but the transition to 5G is yet to begin.





- Data is becoming affordable in South Asia however, handset affordability has worsened as a result of the pandemic.
- There has been strong growth in smartphone adoption in recent years, with smartphones increasing from 30% of connections in 2016 to 63% in 2020.



The GSMA represents the interests of mobile operators worldwide, uniting more than 750 operators with nearly 400 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces the industry-leading MWC events held annually in Barcelona, Los Angeles and Shanghai, as well as the Mobile 360 Series of regional conferences.

For more information, please visit the GSMA corporate website at www.gsma.com

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GSMA Connected Society

The Connected Society programme works with the mobile industry, technology companies, the development community and governments to increase access to and adoption of mobile internet, focusing on underserved population groups in developing markets.

For more information, please visit www.gsma.com/connected-society

To get in touch with the Connected Society team, please email connectedsociety@gsma.com



This document has been financed by the Swedish International Development Cooperation Agency, Sida. Sida does not necessarily share the views expressed in this material. Responsibility for its contents rests entirely with the author.

GSMA Intelligence

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Published: September 2021