

The Mobile Economy Eurasia 2025



Unique mobile subscribers

2024

194m

79% penetration rate*

2030

208m

83% penetration rate*

*Percentage of population



Smartphones

(percentage of connections)

86%

2024

93%

2030

Excluding licensed cellular IoT



4G (percentage of connections)

74%

2024

53%

2030

Excluding licensed cellular IoT



5G (percentage of connections)

1%

2024

41%

2030

Excluding licensed cellular IoT



Mobile internet users

2024

164m

67% penetration rate*

2030

182m

73% penetration rate*

*Percentage of population



Operator revenues and investment

2024

\$20bn

2030

\$23bn

Operator capex of \$31 billion for the period 2024–2030



Mobile's contribution to GDP

2024

\$220bn

7.7% of GDP

2030

\$270bn

8.3% of GDP



Public funding

2024

\$12bn

Mobile ecosystem contribution to public funding (before regulatory and spectrum fees)



Employment

2024

420k

jobs directly supported by the mobile ecosystem

200k

jobs indirectly supported