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亚洲 eSIM 市场

上海浦东 嘉里大酒店 - 3号多功能厅

2023年6月30日 星期五, 10:00-11:00



Chris Li
GSMA 产品总监

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eSIM Market in Asia

Hotel - Function Room 3, China,
Shang Hai Shi, Pudong

Friday 30 June 2023, 10:00-11:00



Chris Li
Product Director,
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MWC Shanghai

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eSIM Summit: The Power of eSim Technology

Scaling eSIM in 2023 and beyond

New developments, market trends and
consumer behaviour

DATE
30th June 2023

Chris Li

eSIM looking for scale

Some of the latest trends we see in the market

1

The launch of eSIM-only iPhones in the US in September 2022 has accelerated eSIM deployments and commercial launches globally

2

Consumer awareness of eSIM is growing, but adoption remains low. Customer transition to eSIM takes time!

3

Operators (MNOs and MVNOs) have started to talk more about eSIM to customers

4

IoT: eSIM making inroads into private networks while seeking scale beyond connected vehicles

5

Ecosystem work on global specifications continues, including integrated eUICC

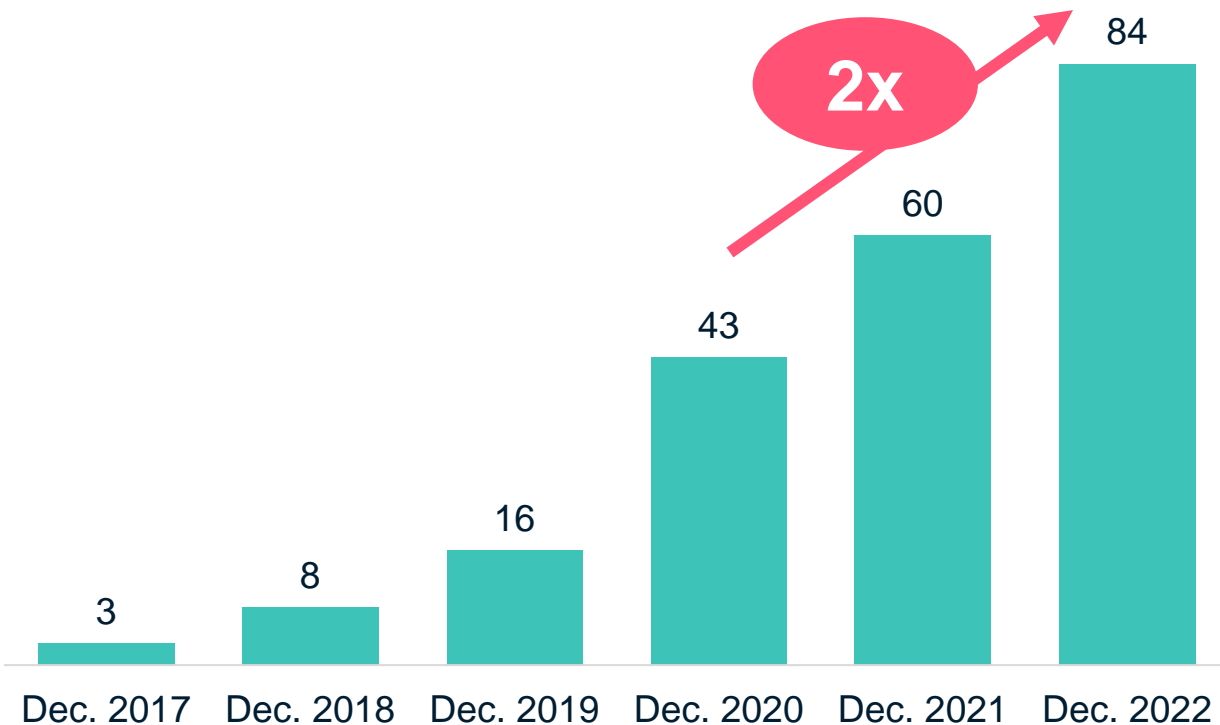
eSIM in the smartphone market

Momentum is accelerating: eSIM-only smartphones a major milestone

How many eSIM smartphones have been launched?

Number of models commercially available for purchase

Cumulative figures



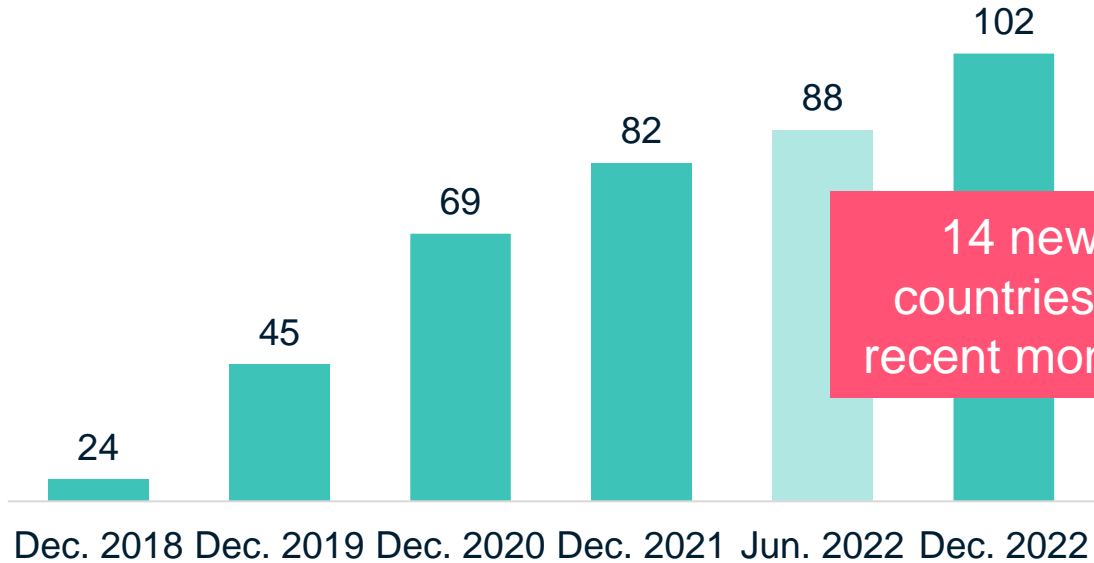
- **Most brands are on board:** Samsung, Google and Apple have the widest portfolios of eSIM smartphone models
- **Xiaomi and Nokia new entrants in 2022**
- **Mainstream in flagship smartphones:** most flagship phones are now eSIM-enabled. Various eSIM smartphones have a retail price below \$500
- **5G and eSIM get together:** ~70% of eSIM smartphones have 5G technology
- **Major milestone for the eSIM industry:** launch of eSIM-only smartphones in the US in September 2022 (Apple)

eSIM service for smartphone is now global

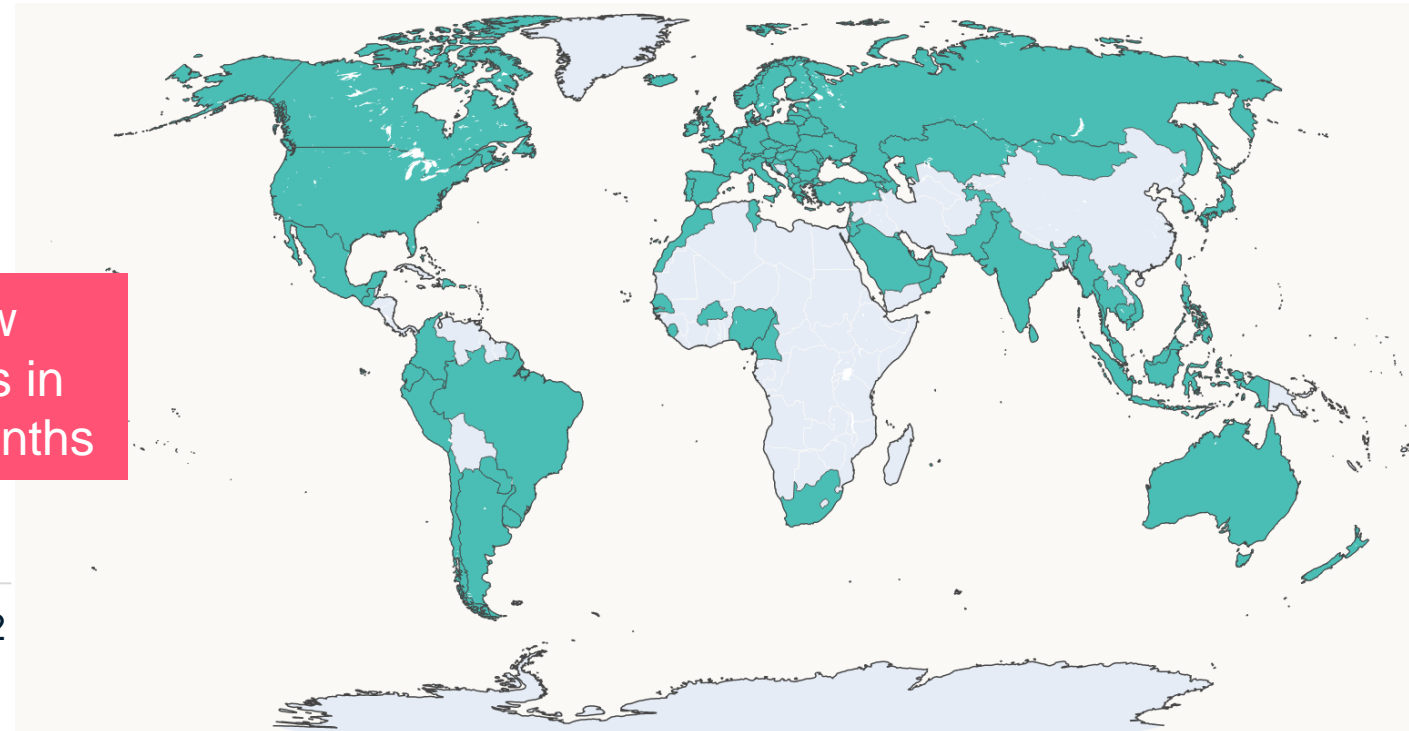
Around half the world's countries have launched eSIM service

Commercial availability of eSIM service for smartphones

Number of countries



Geographical reach

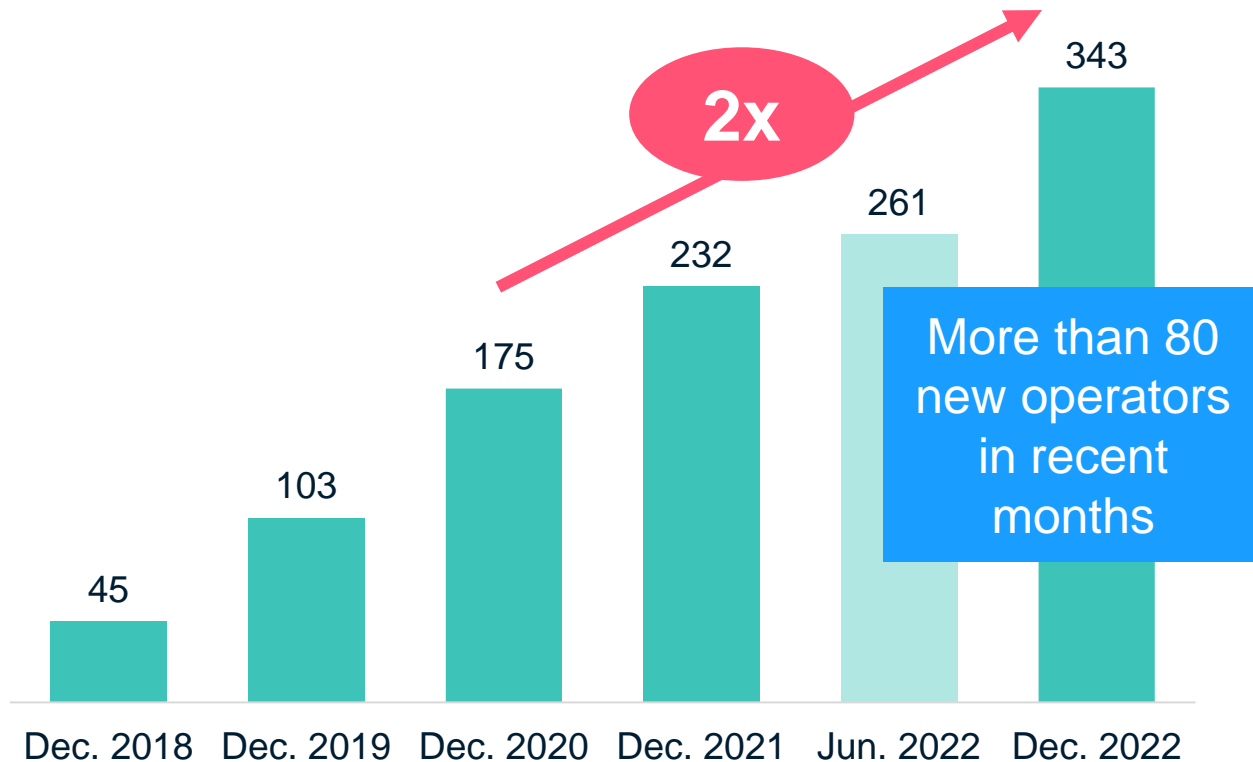


- **eSIM-only effect:** eSIM commercialisation has accelerated following the launch of eSIM-only iPhones in the US in September 2022
- **China still missing**...but for how long?

Operators: acceleration of eSIM deployments/launches

More than 340 operators offer commercial eSIM service for smartphones

Number of mobile service providers (MNOs and MVNOs) offering commercial eSIM service for smartphones



- **Two-fold increase:** the number of mobile service providers offering commercial eSIM service for smartphones has doubled in the last two years
- **eSIM-only effect since September 2022:** a clear impact in the US and globally
- **MVNOs are driving eSIM for international roaming**
- **What about the rest of operators?:** it is realistic that many of them have started working on eSIM implementation, with commercial launches coming later in 2023 or in 2024

eSIM

Assessing consumer behaviour

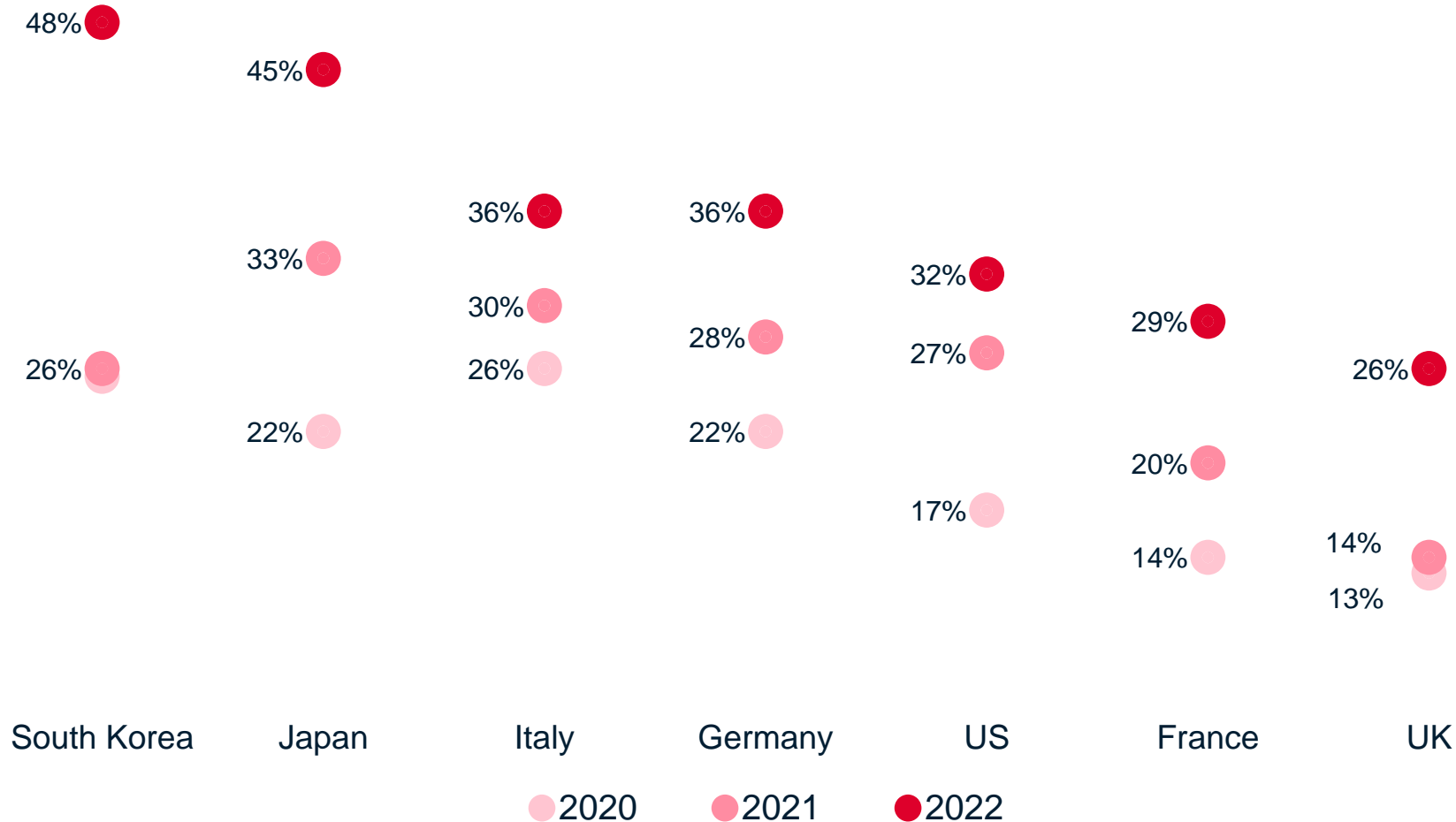
Survey conducted in Nov/Dec 2022

Consumers: do they know what eSIM is?

Consumer awareness of eSIM is on the rise

Consumer awareness of eSIM

Percentage of consumers who have heard of eSIM



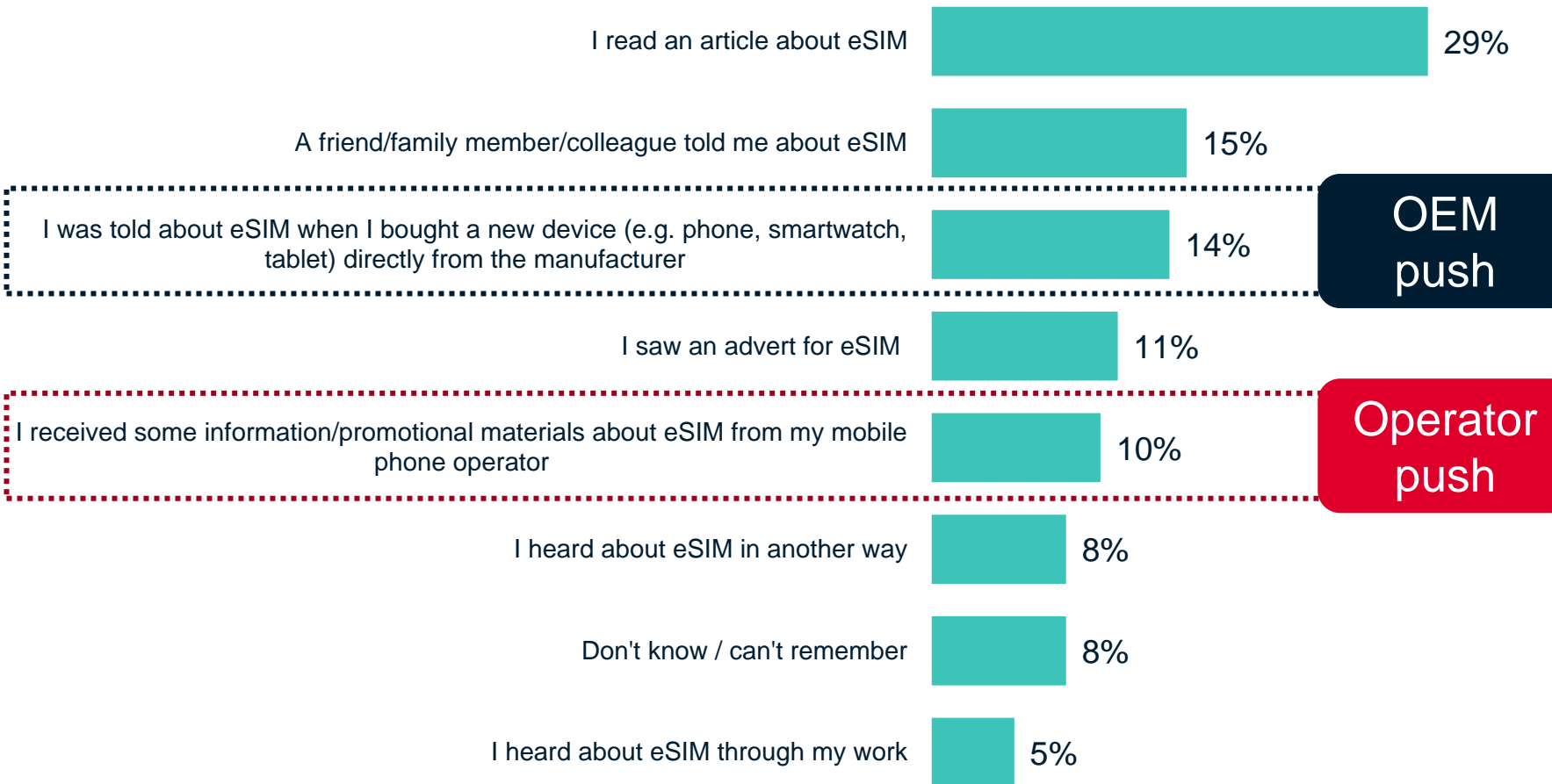
- **Growing awareness:** on average across seven major markets, **36%** of consumers are aware of eSIM, up from 20% in 2020
- **Substantial gaps remain, especially in Europe**
- **Awareness varies by age:** 48% for 18-34 years old, 41% for 35-54, and 25% for 55+

How do consumers first find out about eSIM?

Slow push by OEMs and operators – but this is changing

Finding out about eSIM

Percentage of consumers. Among consumers who have heard of eSIM (aggregate, seven countries)



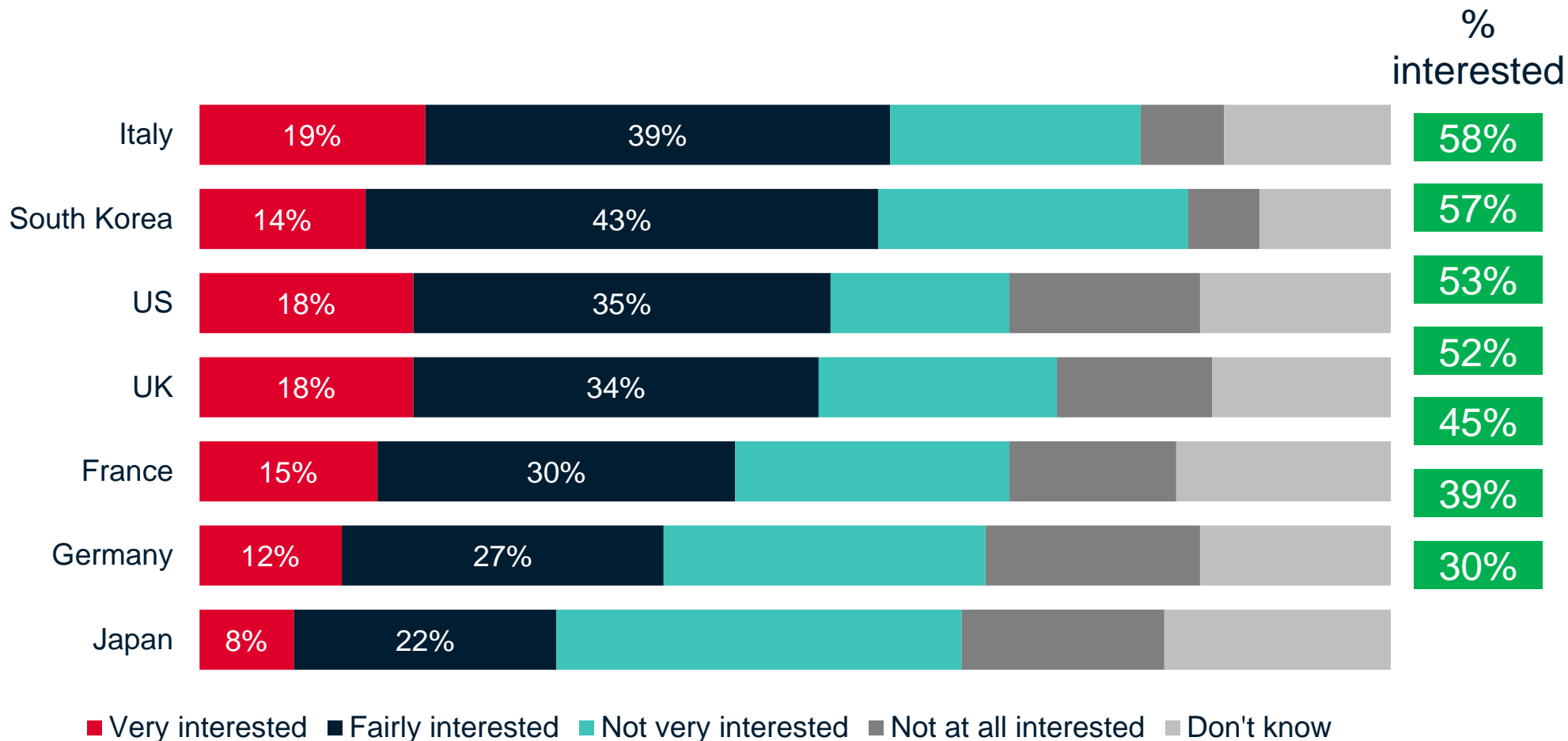
- **Reading leads:** reading an article about eSIM is still the largest driver of awareness
- **The US is an exception:** the push from OEMs is a bigger factor, likely because of Apple's launch of eSIM-only iPhones in 2022
- **Operators have started to talk more about eSIM to customers:** between 2021 and 2022, the biggest increase among drivers of awareness was the push from operators

Are consumers interested in using eSIM?

50-50: half of consumers are interested (average)

Consumer interest in using eSIM on a mobile phone at some point in the future

Percentage of consumers who own/use a mobile phone



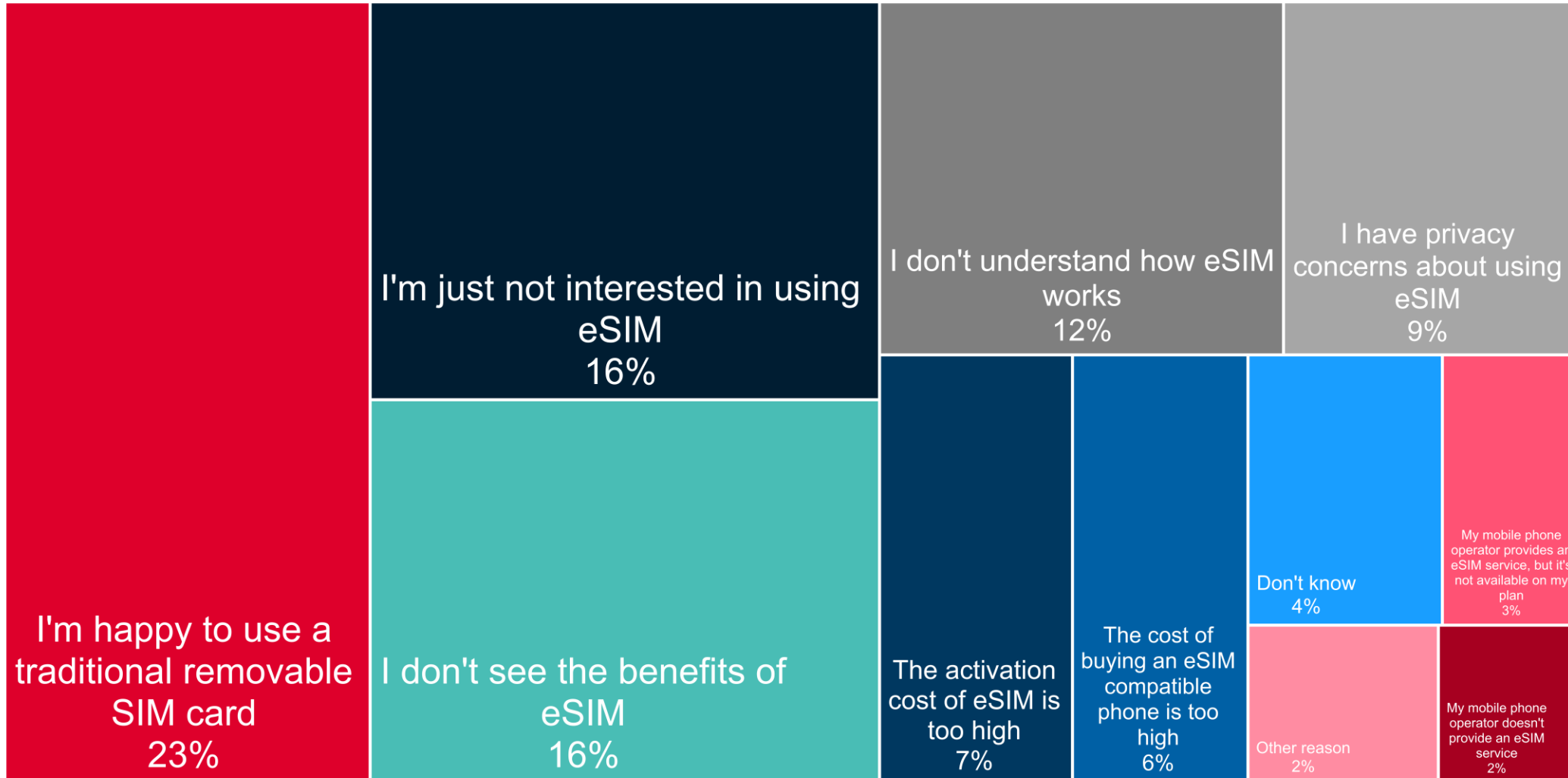
- **50-50**...but significant variations by country
- **16% don't know**: fairly high share!

Why are some consumers not using/interested in eSIM?

Various reasons – it means multiple challenges

Reasons for not using eSIM or not being interested in eSIM

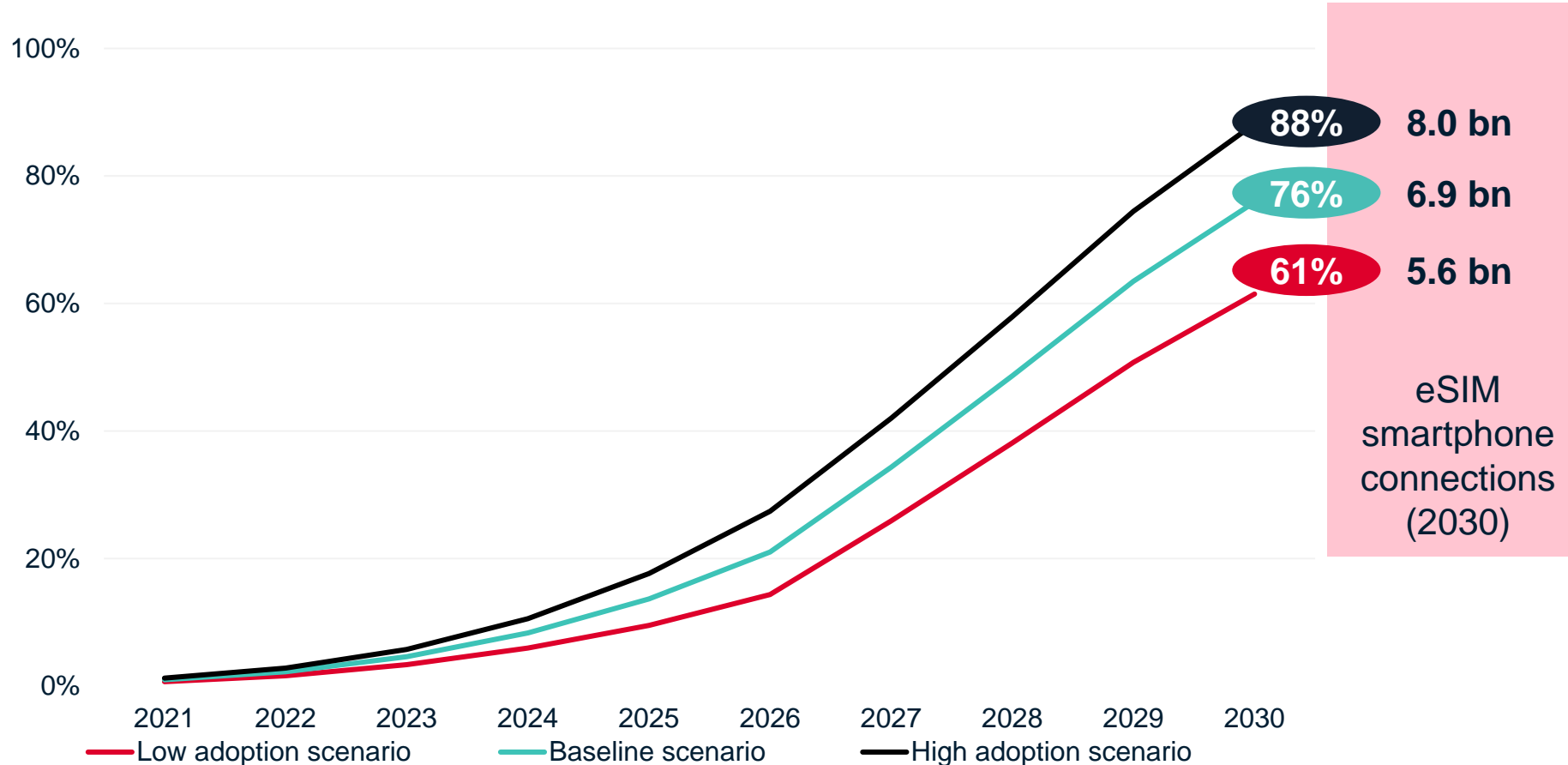
Percentage of consumers who are not using eSIM or are not interested in using eSIM (aggregate, seven countries)



- **Happiness with traditional SIM leads, especially in Europe**
- **16% don't see the benefits of eSIM**
- **12% don't understand how eSIM works**

eSIM smartphone connections to 2030

Percentage of total smartphone connections (installed base) globally



eSIM smartphone connections (2030)

- 88% 8.0 bn
- 76% 6.9 bn
- 61% 5.6 bn

Key milestones: Baseline scenario (globally)

- **1 billion** eSIM smartphone connections by **2025**
- By 2028, **half** of smartphone connections will use eSIM
- North America will be leading by far (**eSIM-only effect**). Europe follows

About GSMA Intelligence

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