2025
GUATEMALA

Population **18.3** millions

23 y Median Age

Gross Domestic Product *(in $)*
95 billion

Guatemala City

51%
64%
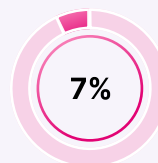
● Internet Penetration ● Mobile Phone Ownership
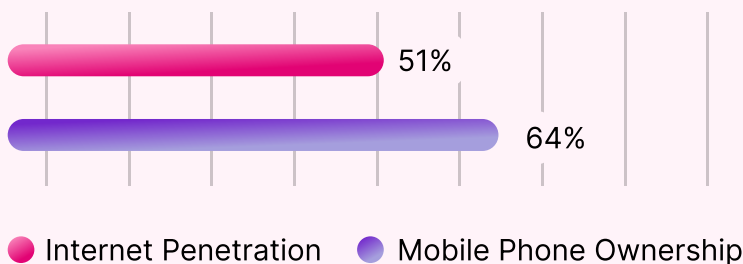
Credit Card Penetration
7%

Mobile Money Account
3.7 millions

Sim Cards
20.6 millions

Prepaid Connections > **90%**
Postpaid Connections > **10%**

Main Telcos

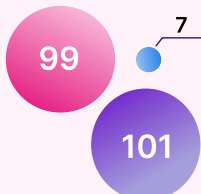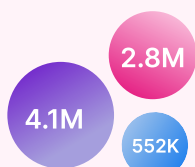Market share *(Mobile connections)*:

tigo **57%**   Claro **43%**

📱 *Digital Content Usage*

Number of Users *(by 2027)*

2.8M
4.1M
552K

Revenue *(in millions of €)*

99
7
101

User Penetration *(in %)*

13
18
2

● Mobile Gaming   ● Video Streaming   ● Music Streaming

Share of Mobile Broadband Connections *(3G-4G-5G)*

96%