

COUNTRY FOCUS

2025 ITALY



Population **58.7** millions

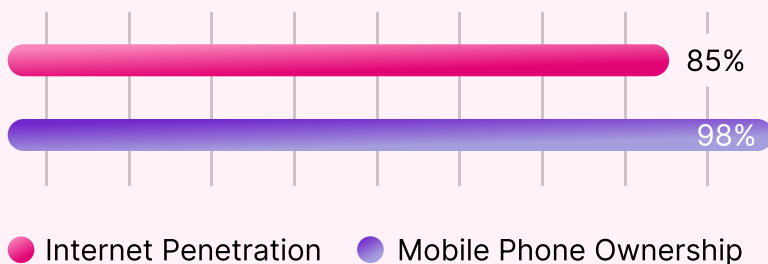


Gross Domestic Product (in \$)

2.050 billion

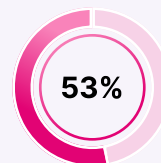
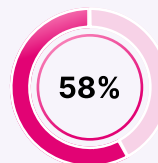


48_y Median Age



Credit Card Penetration

Mobile Wallet Adoption



Sim Cards

79
millions

Prepaid Connections
> 90%

Postpaid Connections
> 10%



Main Telcos

Market share
(Mobile connections):



25%



24%



22%



13%

Others

16%

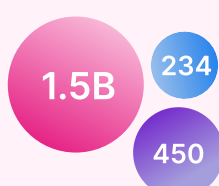


Digital Content Usage

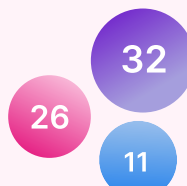
Number of Users
(by 2027)



Revenue
(in millions of €)



User Penetration
(in %)



● Mobile Gaming ● Video Streaming ● Music Streaming



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

