

COUNTRY FOCUS

2025 MADAGASCAR



Population

31 millions

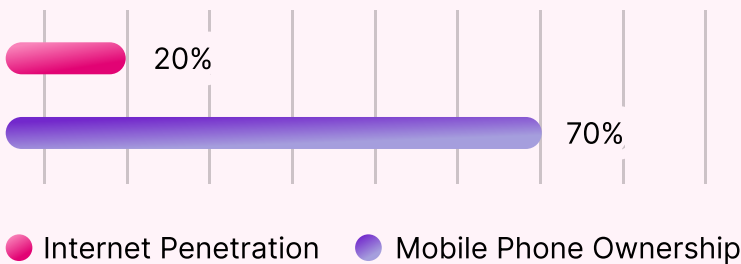


Gross Domestic Product (in \$)

15 billion

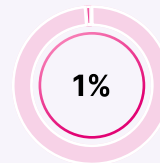


19 y Median Age



Credit Card Penetration

Mobile Money Account



3.8 millions



Sim Cards

14 millions

Prepaid Connections

> 95%

Postpaid Connections

> 5%



Main Telcos

Market share (Mobile connections):

Telma

49%

orange™

25%

airtel

19%

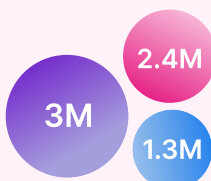
Blueline

7%

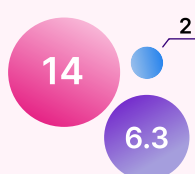


Digital Content Usage

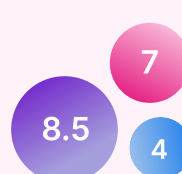
Number of Users (by 2027)



Revenue (in millions of €)



User Penetration (in %)



Mobile Gaming Video Streaming Music Streaming



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

