

## COUNTRY FOCUS

# 2025 PORTUGAL



Population **10.2** millions

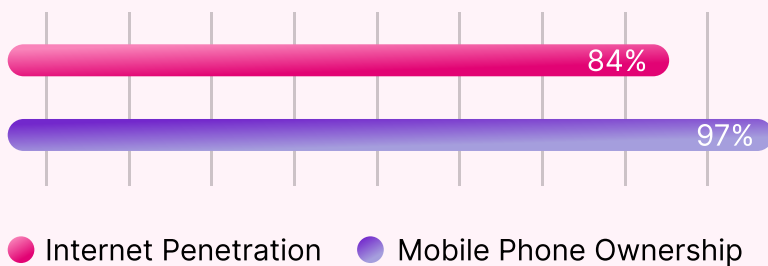


Gross Domestic Product (in \$)

**255** billion

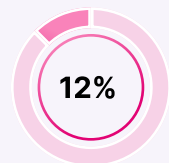
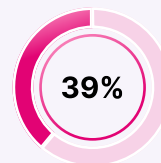


**46** y Median Age



Credit Card Penetration

Mobile Wallet Adoption



Sim Cards

**13.5** millions

Prepaid Connections  
> 31%

Postpaid Connections  
> 69%



Main Telcos

Market share (Mobile connections):

NOS

43%



vodafone

29%



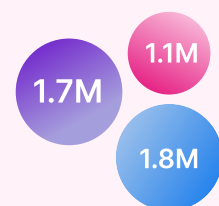
Others

3%

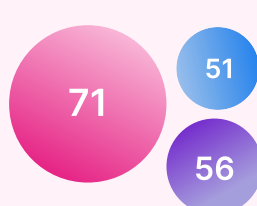


Digital Content Usage

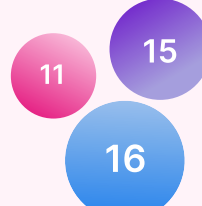
Number of Users  
(by 2027)



Revenue  
(in millions of €)



User Penetration  
(in %)



Mobile Gaming Video Streaming Music Streaming



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

