

SWITZERLAND



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COUNTRY MANAGER



Connect
on LinkedIn



Population

9M

43_y

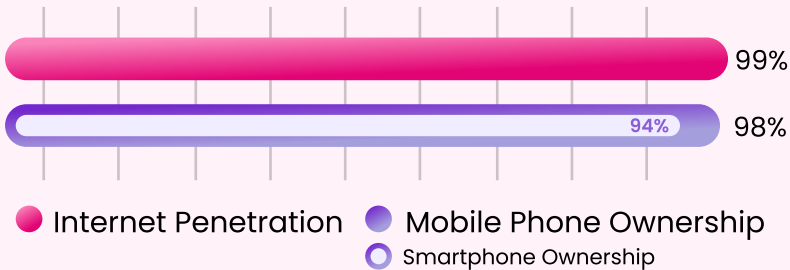


Median Age



Gross Domestic
Product (in \$)

104.000 billion



Local Payment Methods

Twint



Bank
Cards



Apple &
Google Pay



Sim Cards

11
millions

Prepaid Connections
> 13%

Postpaid Connections
> 87%



Main Telcos

Market share
(Mobile connections)



swisscom

52%



Sunrise

29%

Salt.

19%

Others

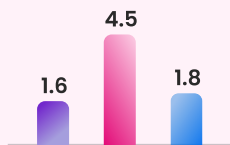
6%

DIGITALVIRGO

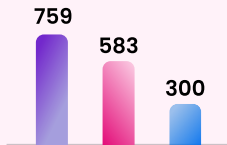


Digital Services Usage

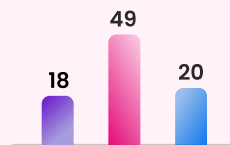
Number of Users
(by 2027 in million)



Revenue
(in millions of €)



User Penetration
(in %)



Mobile Gaming Video Streaming Music Streaming

Share of Mobile
Broadband
Connections

3G **0%**

4G **22%**

5G **78%**

Regulator



ARPU

\$42



Trends

VOD (OTT)

Music Streaming

eHealth & Wellness

Cloud Gaming & eSports

Education

Audiobooks/Podcasts

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