

# Africa set to lead growth in mobile

International research firm Frost & Sullivan predicts sub-Saharan Africa will over the next seven years experience the fastest growth in mobile usage globally.



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In research released yesterday titled Sub-Saharan African Mobile End-user Trends, Frost & Sullivan said the region's mobile market presents significant opportunities for telecommunication companies, devices and application providers.

According to the report, mobile penetration in the region is expected to increase from 52% in 2012 to 79% in 2020, making it the fastest- growing region globally over the next seven years.

Joanita Roos industry analyst at Frost & Sullivan said: "The introduction of affordable smartphones, specifically designed for the African market, has improved the market scenario. Mobile broadband connections are now anticipated to quadruple from its 2012 figure to reach 160 million in 2016.

"This uptrend reflects the gradual change in consumer habits as they gain their first internet experience through a mobile device," Roos said.

Rubiem Technologies CEO Dennis Magaya said Frost & Sullivan's forecasts were good news for SA's networks Vodacom and MTN, which are facing increasing costs and slower growth in their home market.

MTN has expanded aggressively into the continent, with Nigeria overtaking SA as the company's biggest revenue generator.

Source: Business Day via I-NET Bridge

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