



# How Big Will Mobile Get?

JANUARY 15, 2009

**At least one-half of the planet has a mobile phone. It could go past 100% someday.**

As developing mobile markets such as Brazil, Russia, India and China (the "BRIC" countries) add more subscribers, worldwide mobile revenues are expected to jump 56% to \$1.03 trillion in 2013 from \$769 billion in 2007, according to [Informa Telecoms & Media](#).

The company predicted massive growth in the number of mobile subscriptions worldwide, with many users having more than one handset or SIM card. Informa said this would push subscription penetration to nearly 75% in 2013, with some countries passing 150%. The global ratio of subscriptions to subscribers was predicted to increase from 1.29 in 2007 to 1.32 in 2013.

### Mobile Subscriptions\* per Subscriber Worldwide, 2007 & 2013

2007	1.29
2013	1.32

Note: \*active SIM cards  
 Source: Informa Telecoms & Media, "Global Mobile Forecasts to 2013" as cited in press release, January 5, 2009

100734 [www.emarketer.com](http://www.emarketer.com)

Informa's mobile subscription prediction is aggressive. In December 2008, [Frost & Sullivan](#) estimated that mobile subscriptions would just pass 50% worldwide in 2013.

### Mobile Phone Subscriptions and Penetration Worldwide, 2006-2014 (millions and % of population)

	Subscriptions	% of population
2006	1,960.0	30%
2007	2,281.8	34%
2008	2,591.3	39%
2009	2,824.5	42%
2010	3,022.3	45%
2011	3,203.6	47%
2012	3,363.8	49%
2013	3,351.0	51%
2014	3,685.6	53%

Source: Frost & Sullivan, "Visions 2009: Paradigm Shifts in Mobile & Wireless Communications," December 10, 2008

100535 [www.emarketer.com](http://www.emarketer.com)

[Strategy Analytics'](#) estimate, made in June 2008, was higher still.

---

**Mobile Phone Subscriptions\* Worldwide, 2008 & 2013  
(billions)**

---

2008	3.9
2013	5.6

Note: \*active SIM cards

Source: Strategy Analytics, "Worldwide Cellular User Forecasts, 2008-2013"  
as cited in press release, June 26, 2008

096069

www.eMarketer.com

eMarketer agrees that mobile subscription penetration will grow especially quickly in the BRIC countries, but forecasts that worldwide subscribership will only reach 4.3 billion in 2012.

Agencies and brands from all verticals rely on eMarketer **Total Access** for analysis and data. Daily articles are just the tip of the iceberg. Find out what you are missing. [Learn more about Total Access](#) today.

---

©2009 eMarketer Inc. All rights reserved. www.emarketer.com