

The Broadband Services Market is driven by rising number of internet users

The broadband services market allows high-speed internet access to households and businesses through cable, DSL, fiber optics, and wireless technologies. Broadband helps users stream videos, make VoIP calls, video chat, participate in online classes, access work-from-home applications, and more. It provides faster internet speeds compared to dial-up and mobile internet.

The Global [broadband services](#) Market is estimated to be valued at US\$ 488.10 Bn in 2024 and is expected to exhibit a CAGR of 9.0% over the forecast period 2024 to 2031.

Key Takeaways

Key players operating in the Broadband Services are BEC Inc., Comcast, Sprint, AT&T Inc., Charter Communication, Inc., Verizon, CenturyLink, Singtel, Embarq Limited, and Cox Communications, Inc. These major players are focused on expanding their fiber infrastructure to cater to increasing bandwidth requirements. They are also investing heavily in deploying 5G networks for high-speed mobile broadband.

The global broadband market is witnessing significant growth due to rising internet penetration, increasing demand for fast and reliable internet among households and businesses, expanding fiber infrastructure, and deployment of 5G networks. Many countries are also working towards improving rural broadband connectivity.

With rising smartphone and smart device usage, internet protocol television services, online education, telemedicine, remote working, and other applications, the demand for high-speed internet access is growing rapidly across both developed and developing regions globally. Major players are expanding their broadband networks internationally to tap emerging overseas markets.

Market drivers

One of the key drivers for the broadband services market is the rising number of internet users worldwide. Global internet user base has increased exponentially over the past decade and is expected to continue rising aided by increasing internet and smartphone penetration in developing nations. As more people

