

The virtuous Finnish mobile market

Date: 06-21-2010 09:45 AM CET

Category: [Media & Telecommunications](#)

Press release from: [Dataxis](#)



Finland, one of the most advanced mobile markets worldwide both in terms of penetration to the population as well as latest cutting edge technologies rollout, continues to impress more than one by its constant growth despite the current tough economic times.

As a matter of fact, according to Dataxis Intelligence analyses, the Finnish mobile market has been growing steadily during the last two years with at least 200,000 new subscriptions registered each quarter to reach over the 8 million mark at the end of March 2010, thus propelling the country's penetration rate at a record level of nearly 150%.

As featured on the figure below, the subscriber base quarterly growth fluctuated between 3% and 4% since the first quarter of 2008, which represents an outstanding performance if compared to other European markets with a comparable level of development.

It is important to recall here that the mobile market in the country is a battleground for three market players (Elisa, Sonera and DNA) that hold respectively 38%, 37% and 25% of market share as end of March 2010.

The Graph: www.dataxisnews.com/?p=18282

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