



Euromonitor
International

Digital Landscape in North America

July 2021

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

North America has the highest internet penetration rate

Sluggish growth for North America with its high per capita rates

US a shining light in terms of mobile connectivity

US and Canada still have a urban/rural divide in digital terms

Mobile phone is the preferred method to access the internet

US and Canada continue to increase access to high-quality broadband

US and Canada with near 100% 3G and LTE/WiMAX access

COUNTRY SNAPSHOTS

Canada: Market Context (1)

Canada: Market Context (2)

USA: Market Context (1)

USA: Market Context (2)

FORECAST PROJECTIONS

North America a leading region for telecoms spend

Consumer desire to tap into digital services drives mobile internet

Pandemic helps drive use of mobiles for proximity payments

US will remain strong in mobile connectivity

Pandemic underlines the importance of high-quality broadband access

With universal 3G coverage, industry players are now driving 5G rollout

Key takeaways

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/digital-landscape-in-north-america/report.