

European High-Speed Households

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Strategy Analytics projects the number of households in Europe with broadband Internet connectivity will rise from 20% by the end of 2004 to 41% in 2008.

Specifically, Strategy expects there will be 33.5 million broadband subscribers in Europe by the end of this year.

Strategy explains that markets like the UK, Germany and Italy trail stronger broadband markets like Sweden, Switzerland and Belgium. Strategy estimates between 13% and 15% of households in the UK, Germany and Italy had broadband by the end of last year, which was only one-half of the number of broadband households in the leading high-speed European markets. By 2008, Sweden, Switzerland and Belgium should have between 55% and 60% of households making high-speed Internet connections.

eMarketer aggregates the latest estimates for broadband households in Europe in its **Essential Metrics** function of the [eStat Database](#). Informa Media Group projected in 2002 that there would be 31.5 million households in Europe with high-speed Internet by the end of this year, whereas PwC expects the total to be closer to 22 million. What should push broadband adoption in Europe over the coming years? Strategy explains broadband is entering the "third phase" of evolution in the region, with multiple broadband services being the key to expansion.

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