

Cambodia Telecom MNO - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-02-09 | 90 pages | Mordor Intelligence

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Report description:

Cambodia Telecom MNO Market Analysis

The Cambodia Telecom MNO Market was valued at USD 0.69 billion in 2025 and estimated to grow from USD 0.72 billion in 2026 to reach USD 0.9 billion by 2031, at a CAGR of 4.58% during the forecast period (2026-2031).

Network investment is moving from sheer coverage expansion to capacity enhancement as operators prepare for the June 2025 5G launch under the Digital Cambodia 2025 roadmap. Infrastructure consolidation, cross-border fiber upgrades, and wholesale transit agreements are broadening revenue pools beyond traditional mobile connectivity. Data traffic continues to balloon, average monthly usage already hits 15.9 GB per user, and operators are doubling down on spectrum refarming and 4.5G densification to manage urban congestion. Enterprise digitalization is accelerating, with rising demand for secure cloud links and IoT connectivity among manufacturers and logistics firms. Competitive differentiation now pivots on network quality, bundled digital services, and fintech integration rather than on tariff discounting, as price wars have compressed margins across the Cambodia telecom MNO market.

Cambodia Telecom MNO Market Trends and Insights

Rapid Mobile-Data Consumption Growth Fueled by Affordable Smartphones

Average monthly data usage reached 15.9 GB per subscriber in 2024 and is projected to surpass 30 GB by 2025, a surge

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anchored in smartphone penetration of 121% and 4G-handset prices falling below USD 100. Video streaming and social-commerce apps now account for 70% of traffic, prompting operators to expand capacity via 4.5G upgrades before 5G spectrum becomes commercially available. Data-centric users generate 3-4 times higher ARPU than voice-centric subscribers, so network investments are increasingly correlated with revenue upside. The flip side is congestion risk; urban cells already experience peak-hour slowdowns that can trigger churn toward rivals with more robust capacity management, heightening competitive tension across the Cambodia telecom MNO market.

Expansion of 4G LTE Coverage and Imminent 5G Licensing

4G networks now cover 82% of the population, yet 20% of Cambodians still rely on 2G/3G, mainly in cost-heavy rural areas. The Ministry of Posts and Telecommunications has allocated 100 MHz in the 3.5 GHz band for 5G services with mandatory rollout milestones to prevent spectrum hoarding. Cellcard trials have already achieved 1.6 Gbps, while Smart Axiata earmarked more than USD 90 million for network upgrades aligned with the June 2025 launch targets. Regulatory insistence on coverage obligations is expected to compress deployment timelines and push operators to differentiate on quality rather than price, an outcome that should nudge the Cambodia telecom MNO market toward healthier ARPU profiles over the medium term.

Intense Price Competition Eroding ARPU

Despite mobile connections representing 143% of Cambodia's population, operators continue heavy price promotions that keep data tariffs among the world's lowest. Metfone's extensive rural footprint, financed by Viettel's USD 840 million outlay, positions it as price leader, while Smart Axiata competes on superior speeds, posting a median 33.74 Mbps download rate. High price elasticity means consumers readily switch for marginal savings, curbing ARPU gains and pushing the Cambodia telecom MNO market toward revenue stagnation unless differentiation shifts to quality and bundled digital services.

Other drivers and restraints analyzed in the detailed report include:

Rising Enterprise Demand for Cloud and IoT Connectivity
Government Digital-Economy Initiatives (Telecom/ICT Policy 2020-30)
High Rural Deployment Cost vs. Low Income Base

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Data and internet services generated the largest 50.12% share of 2025 telecom revenue within the Cambodia telecom MNO market. Social-media usage is pervasive, Facebook serves 11.65 million Cambodian users, while TikTok's audience rose 41% to almost 10 million adult users, fueling the bandwidth surge that underpins data-plan monetization. Fixed data, though smaller in absolute numbers, shows the fastest growth, closely tied to work-from-home habits and enterprise cloud migration.

IoT and M2M services, projected to grow at a 4.66% CAGR to 2031, are emerging from a low base as manufacturers deploy machine-to-machine links for supply-chain visibility in special economic zones. Operators increasingly bundle OTT video and Pay-TV with mobile wallets to deepen engagement and protect ARPU, an approach that aligns with Bakong's payment rails and boosts stickiness across the Cambodia telecom MNO market.

The Cambodia Telecom MNO Market Report is Segmented by Service Type (Voice Services, Data and Internet Services, Messaging Services, IoT and M2M Services, OTT and PayTV Services, and Other Services), and End User (Enterprises, Consumer). The Market Forecasts are Provided in Terms of Value (USD) and Volume (Subscribers).

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List of Companies Covered in this Report:

Metfone (Viettel (Cambodia) Pte. Ltd.) Smart Axiata Co., Ltd. Cellcard (CamGSM Co., Ltd.) Cootel (Xinwei (Cambodia) Telecom Co. Ltd.)

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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