

European fixed broadband prices down in five of six main countries - study

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Fixed broadband prices fell in five of six major European markets between 2023 and 2025, led by Spain and the Netherlands, according to a report from Tarifica. The analysis of broadband pricing trends and availability across multiple speed tiers in France, Italy, Germany, the Netherlands, Spain and the United Kingdom revealed that only in the latter did prices rise over the two-year period.

Spain (-11.61%), the Netherlands (-11.05%) and France (-10.05%) all experienced double-digit price drops from 2023 to 2025, reflecting market-wide changes that impacted nearly every user segment, said the report. Germany and Italy remained relatively stable, with minor decreases of 2.7 percent and 1.7 percent, respectively. However, the research showed that Italy was the most affordable market, with very little price difference between the six providers reviewed, while Germany was the second priciest.

The UK ranked as the most expensive, with the 7.86 percent rise between 2023 and 2025 attributed to a significant hike in the cost of 1,000+ Mbps plans, where average prices surged by over 50 percent. While some other plan types in the UK saw modest price declines, they were not enough to offset the increases at the high end, said the researcher.

In that regard, five of the six countries saw more than 80 percent of operators offering plans at or above 1,000 Mbps, a speed now seen as a standard in advanced markets. The UK, however, had only 38 percent of providers providing gigabit speeds, according to the report.

The platform is designed to automate data collection and analysis, enabling quarterly updates that reflect the latest market conditions. Each quarter, Tarifica provides EETT with a detailed overview report, to help the regulator assess and adapt to evolving telecom market dynamics.



CATEGORIES: Fixed

REGIONS: Europe

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