

# THE TELECOMMUNICATIONS MARKET - IN LITHUANIA

Presented by the French Chamber of Commerce in Lithuania

This document has been drawn up on the basis of the  
information provided in the sources section

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# GENERAL INTRODUCTION

## MARKET CONTEXT

The telecommunications market in Lithuania is **one of the most developed in the Baltic region**, with an extremely high mobile penetration rate. In 2023, Lithuania had around **3.5 million mobile lines**, compared with a total population of around 2.8 million, representing a **mobile penetration rate of 125%**. This means that there are **more SIM cards than inhabitants**, with many consumers having several lines or subscriptions.

## MAIN OPERATORS

The Lithuanian market is dominated by four major operators : **Telia, Tele2, Bitė, and Teledema**, which account for around **95% of the market**. These operators offer mobile services (voice, data, SMS), broadband internet solutions, as well as TV offers and packages for businesses.

## MARKET TRENDS

### GROWTH OF 5G

Since the launch of **5G** in 2020, coverage of this technology has continued to expand, with coverage expected to reach **90%** of the population by 2025. By 2023, around 60% of mobile users were already connected to 4G, and 5G accounts for around 5% of mobile traffic.

### LOW-COST SERVICES

Low-cost brands such as **Labas** (Telia) and **Ežys** (Tele2) account for around **20-25%** of the mobile market, offering competitively priced, no-commitment packages that are particularly popular with young people and users on a limited budget.

### CONCENTRATION MARKET

The two market leaders, **Telia** and **Tele2**, have a combined market share of almost **75%**, while Bitė and Teledema share the remainder.

## FIXED-LINE AND INTERNET MARKET

### High-speed Internet

The high-speed internet market is also growing strongly, with 95% of homes to be covered by 2023 thanks to the rollout of fibre optics and 4G and 5G technologies. Telia, Tele2 and Bitė offer fibre optic connections with speeds of up to 1 Gbps for residential customers, and dedicated solutions for businesses

### Average connection speed

In 2023, the average fixed-line connection speed in Lithuania was 142 Mbps, one of the fastest in the region.

## REGULATIONS AND THE MARKET



### REGULATION

The Lithuanian Telecommunications Regulatory Authority (RRT) supervises the market and ensures that competition is maintained by guaranteeing fair access to telecommunications infrastructures.



### TAXATION

Lithuania applies a tax on telecommunications services of 21%, in line with the European average.

## MARKET POSITION

Telia is the largest mobile operator in Lithuania, with a market share of around **40%**. It is part of the Swedish Telia Company group. It is renowned for its massive investment in telecoms infrastructure, with more than **€1.5 billion** invested in the country.

- Telia offers a wide range of services : **mobile telephony, fixed internet, television, cloud services and business solutions.**
- It is often seen as the **most reliable and innovative** operator on the Lithuanian market.

## MOBILE PACKAGES

Telia offers packages **tailored to different user profiles**, with an emphasis on quality of service: postpaid packages with calls, SMS and data included.

Examples:

- **“Mobilus Neribotas”**: unlimited calls/SMS + unlimited internet in Lithuania.
- **“Mobilus 20”**: 20 GB of data + unlimited calls/SMS.

Additional options are available, such as international packs or streaming services.



### Tip

Telia also offers combined services (mobile + fixed internet + TV) at attractive rates.

## DISCOUNTED OFFER

Telia offers a prepaid brand called EŽYS (‘hedgehog’ in Lithuanian), aimed at users looking for flexibility and affordable rates.

- **Prepaid plans with no commitment, with data, call and SMS options.**

Examples include :

- **“EŽYS 5”**: 5GB of data + unlimited calls/SMS for around €5/month.
- **“EŽYS 10”**: 10 GB of data + unlimited calls/SMS for around €10/month.
- **Easy top-up via the mobile application or online.**

## INTERNET AND FIBRE OPTICS

Telia offers high-quality mobile and fixed internet solutions.

- **4G/5G mobile internet** with packages tailored to domestic or business needs.
- **Fixed internet** via fibre optic or Super VDSL, offering speeds of up to 250 Mb/s.
- Additional services such as digital TV, cloud storage and business solutions.



## NETWORK COVERAGE

Telia is renowned for the quality and breadth of its network.

- **4G** coverage reaching **99-100%** of the Lithuanian territory.
- Deployment of **5G** underway, with already significant coverage in major cities.
- Use of multiple frequency bands to ensure a stable, fast connection.