

Country

Italy



Country Facts

Population	60.6 million
Language	Italian
Capital City	Rome
Currency	Euro (€)

Smartphone Penetration

70%

Sim Penetration

152%

Transaction Types

- 👍 Premium
- 👍 In-app Purchases
- 👍 Subscriptions

Price Points

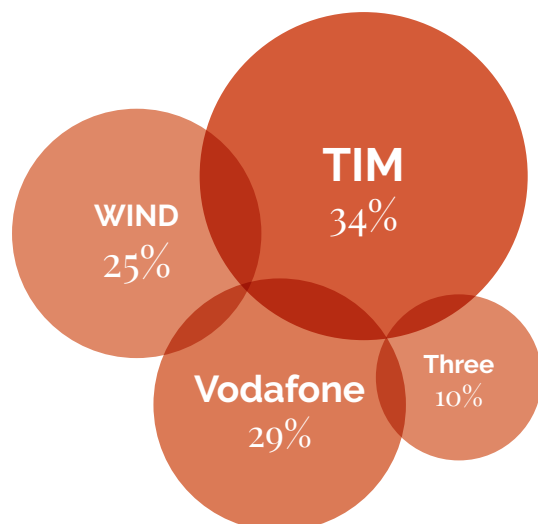
- 💰 €1 - €50
- 📄 22% Local Tax

Credit Card Penetration



Market Share

Regulator: AGCOM



Smartphone Penetration

