

## Country

# United Kingdom



## Country Facts

Population	64 million
Language	English
Capital City	London
Currency	British Pound (£)

## Smartphone Penetration

# 164%

## Sim Penetration

# 114%

## Transaction Types

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

## Price Points

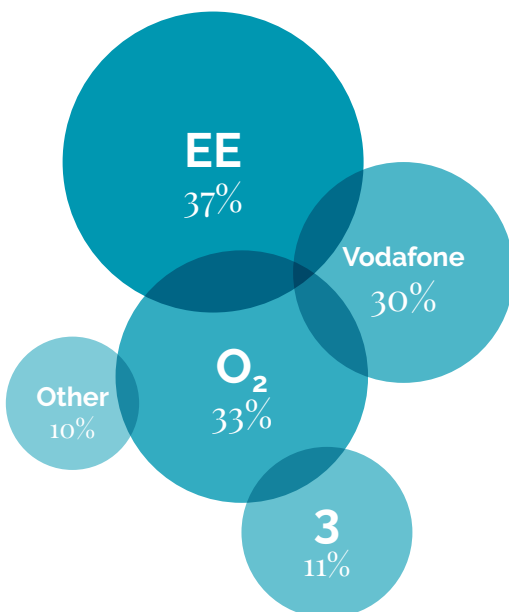
- 💳 £1.00 to £50.00
- 📄 20% Local Tax

## Credit Card Penetration



## Market Share

Regulator Phone Pay Plus (PPP)



## Smartphone Penetration

