

Double Play Market To Reach \$175.58 Billion By 2030 Driven By Expanding Industry Demand

The Business Research Company's Double Play Market Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035

LONDON, GREATER LONDON, UNITED KINGDOM, October 5, 2026 /EINPresswire.com/ -- The telecommunications sector has witnessed significant advancements through bundled service offerings that combine multiple communication needs into one package. Among these, the [double play market](#) stands out as a vital area experiencing rapid growth, driven by the increasing demand for integrated and efficient telecom services. Let's explore the market's size, growth prospects, influential factors, regional dynamics, and core trends shaping its future.

Projected Growth and Market Size of the Double Play Market

The double play market has demonstrated impressive expansion in recent years. It is expected to increase

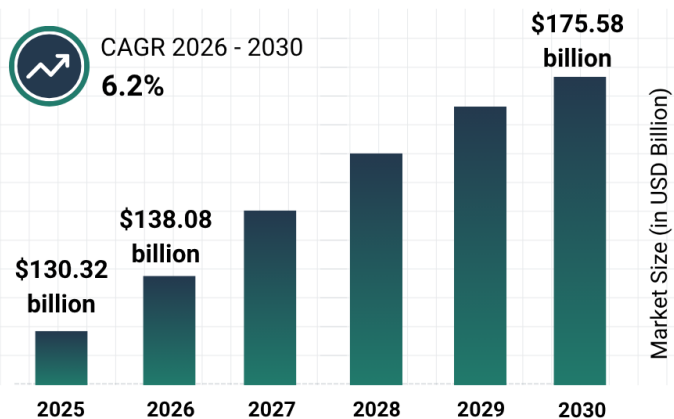
from \$130.32 billion in 2025 to \$138.08 billion in 2026, reflecting a compound annual growth rate (CAGR) of 6.0%. Historical growth has been fueled by the broadening broadband reach in urban centers, the rising preference for bundled telecom services, the demand for more affordable communication options, as well as the enhancement of cable and fixed-line networks. Additionally, consumers are progressively moving away from standalone services toward bundled packages.

Double Play Market Report 2026

The Business Research Company



CAGR 2026 - 2030
6.2%



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Driven By Expanding Industry Demand

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Looking ahead, the market is poised for even stronger growth, projected to reach \$175.58 billion by 2030 with a CAGR of 6.2%. This anticipated expansion is driven by the increased rollout of fiber-to-the-home (FTTH) networks, higher demand for combined voice and data services, and the growing adoption of subscription-based telecom models. Furthermore, the integration of streaming and digital entertainment offerings, alongside intensifying competition among telecom providers for bundled solutions, will propel market development. Key trends expected to influence the market include wider adoption of converged fixed broadband bundles, the rise of fiber-based double play services, growth of promotional and tiered pricing strategies, a focus on customer retention through bundled services, and expanded integration of over-the-top (OTT) content with broadband packages.

Understanding the Double Play Service Model

Double play refers to a telecommunications bundle that combines two primary communication services—typically voice, video, or high-speed internet—into a single, unified subscription. This approach allows service providers to offer both connectivity and entertainment or communication functions through a consolidated network infrastructure. The model enhances convenience, delivers cost efficiencies, and boosts customer loyalty by simplifying service management. It is especially prevalent in fixed and broadband communication settings, where converged network technologies support seamless integrated service delivery.

View the full double play market report:

https://thebusinessresearchcompany.com/report/double-play-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Oct_PR

Broadband Penetration as a Key Growth Driver for the Double Play Market

One of the strongest factors fueling the double play market's expansion is the increasing penetration of broadband services. Broadband penetration signifies the percentage of the population that has access to and subscribes to high-speed internet services. As more homes and businesses rely on dependable connectivity to support communication, entertainment, and remote work, broadband adoption continues to rise. Double play offerings complement this trend by providing integrated voice and data services, which help attract and retain customers across a broad consumer base. For example, in November 2025, Ofcom, the UK regulatory authority, reported that full-fiber networks were accessible to 79% of residential properties in England, marking a 10-percentage-point increase from July 2024. Additionally, gigabit-capable coverage reached 88%, or 21.1 million premises. This growing broadband availability is instrumental in driving demand for double play services.

Regional Leaders and Growth Dynamics in the Double Play Market

In 2025, North America held the position as the largest region within the double play market. However, the Asia-Pacific region is expected to experience the fastest growth through the forecast period. The report covers a variety of geographic areas, including Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, providing an extensive overview of global market trends and opportunities.

The 2026 edition of our market reports now delivers enhanced analytical coverage through market attractiveness scoring and analysis, total addressable market (TAM) analysis, company scoring matrix graphics and tables, Excel-based forecasting dashboards, market hotspots infographics, key technologies and future trend analysis, plus updated graphics and tables.

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