The standard smartphone features of 2025

Global highlights

Who will manage your main digital identity in 2025?

Who will own the mobile experience in 2025?

International travel

Paying for Mobile services

Mobile payment expectations

MNO customer care experience

CONNECTED LIVING 2025

Technological evolution

Our lives are already a "mobile experience", but what exactly do people want from their smartphones in 2025?

For more information and to read the full Mobile Customer Experience 2025 report, please visit: www.gemalto.com/mobile/documents/mobile-customer-experience-2025/unity00A0

Smart Survey on behalf of Gemalto in December 2016.

67% of US respondents expect to pay the same as today for anything, anywhere.

62% of people think they won't have to pay at all for anything, anywhere.

22% of respondents expect a "highly personalized service".

62% of people think mobile operator and connectivity providers/manufacturers to either share personal data with governments; telecoms industry and the role it plays in sharing personal data are split 49% in favor and 49% reluctant in allowing companies to access their data.

40% of users still expect to speak to AI to answer connectivity queries.

43% of Germans are the most willing nation to use smartphones as a main form of ID.

45% of those in 15-30 year-olds most expectant of hardware providers being most responsible for international roaming charges.

37% of French: 4th most willing nation to use smartphones as a main form of ID.

33% of Brazilians are willing to share personal data with governments; telecoms industry and the role it plays in sharing personal data.

31-49 year-olds are  most expectant of international roaming charges being most responsible.

30% of those in Brazil: 3rd most confident in their smartphones becoming main form of ID.

29% of respondents expect smartphones to function as a national ID or passport.

25% of those in France: 2nd most confident in smartphones becoming main form of ID.

24% of respondents believe SMS will be a fundamental human right.

22% of respondents think large companies will be the most responsible for paying mobile services.

24% of respondents believe AI assistants will play a role as many users expect help from them.

20% of respondents think mobile operators will be the most responsible for paying mobile services.

19-38 year-olds most confident about AI.

15-30 year-olds most confident about AI connectivity queries.

13% of respondents think banks will need to adapt as they'll be able to perform all banking functions on mobile.

10% of those in Germany: Second most reluctant nation to expect autonomous smartphone home control by 2025.

74% of respondents believe mobile services will still be relevant - Traditional means of paying for mobile services will still be relevant.

70% of Chinese want national ID or passport.

74% of respondents expect a "highly personalized service".

62% of people want to stick with cash as a preferred payment method.

60% of people expect to pay the same as today for anything, anywhere.

54% of respondents think they'll be able to move to a new country and still expect to pay through the same mobile services.

53% of those in France: Most confident in smartphones becoming main form of ID.

50+ are most expectant of hardware providers/manufacturers to either share personal data with governments; telecoms industry and the role it plays in sharing personal data.

49% of people think they won't have to pay at all for anything, anywhere.

48% of people expect large companies to manage your main digital identity.

45% of over 50s most reluctant to share personal data. Only 49% in favor of how personal data are split and privacy.

43% of respondents think they won't have to pay at all for anything, anywhere.

42% of respondents believe mobile operators will be the most responsible for paying mobile services.

40% of users still expect to speak to AI to answer connectivity queries.

39% of respondents believe mobile operators will be the most responsible for paying mobile services.

38% of respondents think banks will need to adapt as they'll be able to perform all banking functions on mobile.

37% of respondents think banks will need to adapt as they'll be able to perform all banking functions on mobile.

36% of respondents expect large companies to manage your main digital identity.

34% of respondents expect to use cash rather than smartphones in 2025.

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