



MALTA COMMUNICATIONS AUTHORITY

# Market Developments for Electronic Communications and Post

## *A Review of Outcomes for Q3 2025*

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## Introduction

As reflected in previous quarters, Malta's telecoms sector continues to progress steadily, meeting consumer demands and EU digital objectives. The 2025 EU target for high-speed internet access (100 Mbps or more) for all households has been achieved ahead of schedule, with focus now on gigabit connectivity by 2030. By September 2025, 1 in 4 fixed internet users (25%) were on gigabit plans, up from 18.5% a year earlier, with gigabit subscriptions overall jumping 36.9% from September 2024.

Mobile data usage climbed 3.6% locally, as more people switched to post-paid plans for voice communication and mobile connectivity. Take-up of fixed phone lines kept declining year-on-year, with household subscriptions down, but subscriptions for business specialized services grew slowly. In this environment, traditional voice calling and texting lost further ground, with fixed minute volumes in the first nine months of 2025 dropping 14.8% compared to the same period in 2024 whilst mobile minute volumes and mobile text volumes falling by 5.4% and 15.5% respectively.

IPTV subscriptions rose 10.9%, fueled by app-based, on-demand viewing and enhanced local content from operators.

Postal services mirror EU-27 trends, with letter mail down 6% in the first nine months of 2025 versus 2024. Universal service mail dropped by 9.3%, especially in the bulk and registered mail services. Nonetheless, e-commerce parcels outside the scope of the universal service were up by 12.3%. In turn, their share relative to total mail deliveries rose by three percentage points, reaching 18.5%.

***The publication of this report was subject to a slight delay due to the revision, verification, and incorporation of figures following late submissions and data rectification.***

## **Fixed internet**

Malta's fixed internet market ended September 2025 with 244,085 subscriptions, marking a steady 1.6% increase over the past 12 months. This growth reflects ongoing operator efforts to raise demand for higher speed internet, whilst investing in the continued modernisation of their networks.

GO is undergoing final works to shift the last copper-line users to fibre, reducing copper subscribers to just 1,701. This change represents an 87.6% decline from September 2024. GO's, Melita's and Epic's fibre investments fuelled the 19.7% surge in overall fibre subscriptions. Today, fibre-to-the-home (FTTH) connections account for 48.1% of all local fixed internet subscriptions. Melita's cable (DOCSIS 3.1) network accounts for most of the remaining share of fixed internet subscriptions. Gigabit plans on these networks now serve a quarter of subscribers, up from 18.5% a year ago.

The average revenue per user (ARPU) climbed from €197.19 in the nine months to September 2024 to €204.13 in 2025. This modest rise stems from slight access fee adjustments, often associated with either higher speed offerings and/or shorter promotional discounts on certain fixed internet packages.

## **Mobile telephony**

Mobile telephony dominates the telecom market in terms of subscriptions (794,788) and penetration (136%). The increasing take-up of post-paid plans persists, now making up 56.6% of all mobile subscriptions, up from 52.2% a year earlier.

Between January and September 2025, 110,242 million megabytes of mobile data was consumed domestically - 3.6% more than the consumption in the previous year. On the other hand, voice calls and minutes usage patterns further declined by 4.7% and 5.4% respectively.

The average revenue per mobile telephony user dipped slightly between the nine-month periods ending September 2024 and September 2025, closing the period at €111.80, down from €117.22 one year earlier. This gradual decline is coming from the increasing take-up of post-paid plans – the provision of unlimited voice, SMS and data bundles lowers the consumers' possibility of out of bundle charges, thereby reducing the revenue per user. Over the reporting period, local operators also enhanced their local and international offerings, both within the EU and beyond, through increases in data and/or voice allowances.

## **Pay-TV**

Pay-TV led subscription growth, reaching 200,397 by September 2025 (3.2% rise over the past year). This change reflects buoyed demand for flexible entertainment options.

By September 2025, cable and IPTV (internet-based TV, streamed via broadband) held almost equal market shares, with cable ahead by just 0.1 percentage points. IPTV is on track to overtake cable by December 2025, offering app-driven viewing, on-demand shows, and seamless integration with smart TVs and mobiles.

ARPU dipped slightly from €127.83 in the first nine months of 2024 to €126.97 in 2025. This likely ties to shifting preferences, with more viewers choosing entry-level packages and / or a more subdued increase in demand for add-ons like premium channels or sports bundles, keeping costs down per household.

## **Fixed telephony**

Fixed telephony remains the only segment posting declines, down 0.6% year-on-year to 255,822 subscriptions by September 2025. Usage dropped accordingly, in line with longer term market trends, with voice calls down by 11.4% in the first nine months of 2025 versus the same period in 2024 and total minutes down by 14.8%.

Take-up of enhanced fixed telephony services grew 2.7% year-on-year, which segment is characterised by business users.

ARPU dipped slightly from €72.70 in 2025 (January to September) to €70.75 in 2024 (same months).

## **Bundles**

Triple-play bundles (internet + fixed phone + TV) remain most popular among Maltese consumers, up 3.3% year-on-year, while dual-play bundles fell 1.8%.

Fixed internet leads as a market driver for bundling, with 90.6% of all subscriptions tied to such plans. This is followed by fixed telephony and pay-TV at 89% and 82.6% respectively. Take-up of mobile telephony in a bundle is reportedly negligible.

Bundle revenues per user increased in the first nine months of 2025, compared to the same period in 2024. In the case of dual-play, ARPU climbed from €243.00 (2024) to €259.97 (2025), whilst for triple-play ARPU increased from €325.74 to €328.06. Figures take into account operators' own revenue apportionment methods.

## High-quality dedicated connections

Enterprises are increasingly adopting high-end connectivity solutions. Between January and September 2024 and the same period in 2025, subscriptions to national high-end connectivity plans rose from 1,030 to 1,068, reflecting 3.7% growth. Most national connections are delivered via Dedicated Internet Access (70.2%), followed by Ethernet (25.6%) and Microwave (1.8%).

The majority of national retail connections (36.0%) operate in the 100-500 Mbps range, up from 33.8% in the prior-year period. International retail connections have remained stable, increasing by just one Ethernet connection over the same interval.

## Post

At 18.4 million mail items delivered, volumes dropped 6% year-on-year from January to September 2025 versus the same period in 2024.

Of these mail items, 81.5% fall within the universal service area. The universal service segment drove the reported decline in postal mail volumes, with drops across all mail types except parcels. Bulk mail remained the dominant service, making up 71.9% of universal mail items, despite a continued decline in volumes.

The rest of mail items delivered across Malta, at 18.5%, were delivered outside the scope of the universal service. This segment saw a 12.3% increase in volumes, driven primarily by e-commerce demand, particularly for small packets and documents under 2kg (up by 10.8%) and larger packets (up by 16.0%).

## Notes

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- (i) Data cut-off date: 16<sup>th</sup> January 2026.
- (ii) Data is preliminary and subject to change.



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