

Is Carrier Billing Truly Gaining Momentum in France?

*The AF2M 2025 Carrier Billing Observatory reveals **key trends shaping the market.***



+12%

Market Growth



12M

Active Users



+256M

Transactions



PAY

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Steady Growth Driven by Streaming, App Stores & Expanding Use Cases

Total Market Revenue: €884M

***App Stores
& Streaming***

55%

+17%

+9%

***E-Commerce
Sites
(Internet+)***

22%

+3%

SMS-Based Payment
*Media interactivity, Ticketing
& Donations*

23%

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Beyond Content,

**Carrier Billing is Moving into
Everyday Digital Services**

Ticketing (Transport & Events)

€46.9M

+10%
vs 2024

“

The growth of carrier billing in 2025 confirms its lasting integration into digital usage. Driven in particular by **app stores and streaming services**, it continues to attract users thanks to its **simplicity and its seamless integration into the mobile environment.**

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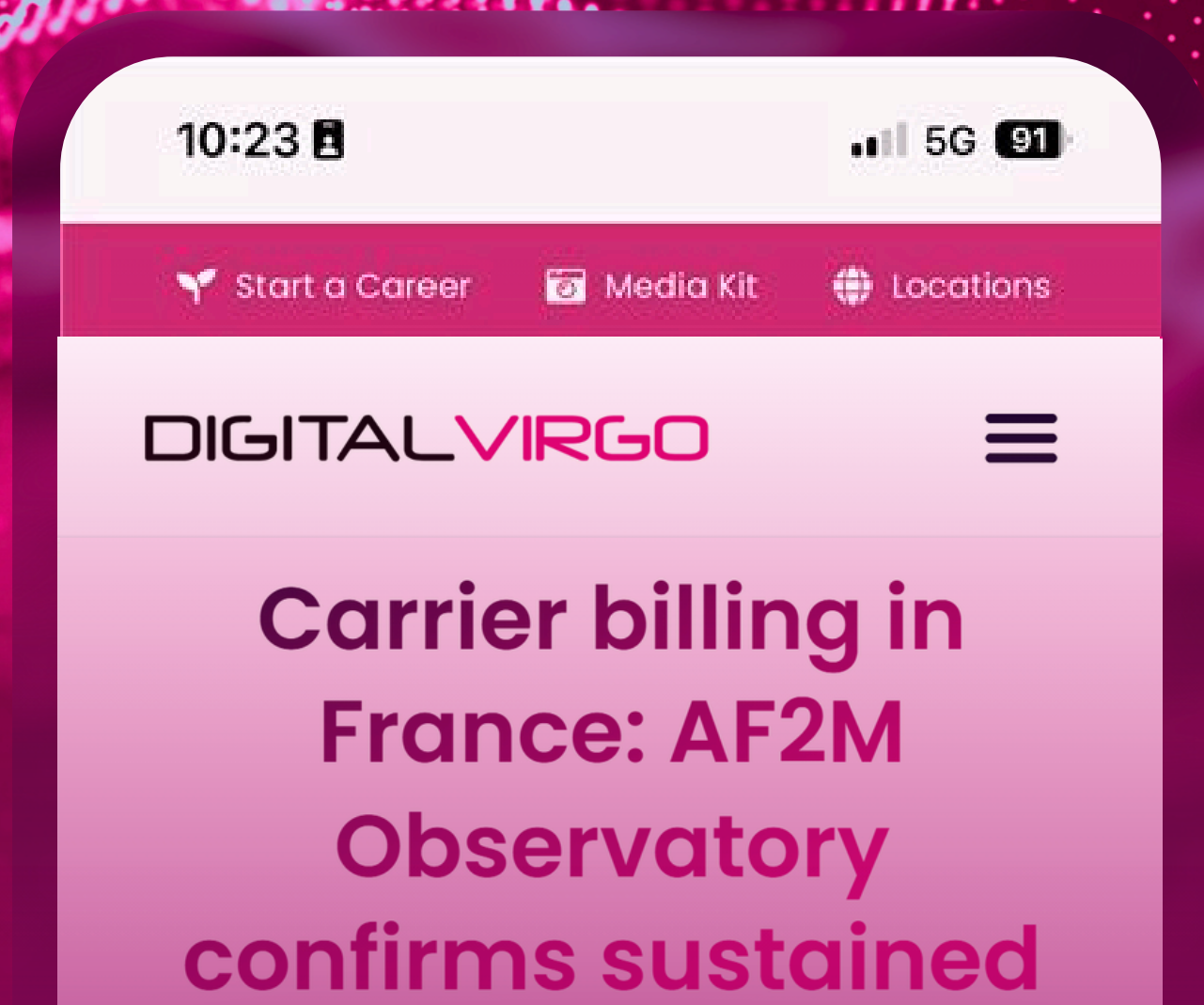
Alexis Trichet
President of AF2M

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***Want to Dive Deeper
and Get the Full Picture
of Carrier Billing
in France?***



Click on the link below ↓

use cases