

German wireless competition heating up?

December 8 2005

Analysts are predicting sharper competition in Germany's wireless market as new players bring in low-priced offerings.

A report in Deutsche Welle this week concluded that the entry of the Aldi supermarket chain and expected arrival of discounters Lidl and E-Plus will charge up the wireless market.

Aldi's advantage lies in its ability to offer pre-paid phones at cut-rate prices coupled with a powerful nationwide advertising presence.

In addition, the newspaper said, pressure on rates will continue to be applied by various Internet retailers.

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