

08/01/2025

# Barometer of mobile Internet connections in Brazil

07/01/2024 - 06/30/2025



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assessment**



## Expert in the telecom network optimization

nPerf is an independent French company based in Lyon (France). For over a decade, nPerf has been a trusted partner for both fixed and mobile operators, providing comprehensive network testing solutions and analysis. Our mission is to accurately measure, evaluate, and enhance the understanding of Internet connectivity around the world.



**300k+** tests daily worldwide.



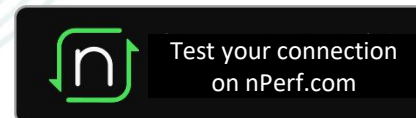
**26Md+** coverage scans in total.



**3k+** servers all around the world.

## Test your Internet connection with nPerf!

nPerf allows you to test the quality of your fixed, mobile, or Wi-Fi Internet connections up to 10 Gb/s! Download our app or visit our website!



## 2. Executive Summary



The subscribers of Vivo enjoyed the best mobile Internet performances in 2025.

### Mobile Internet connections in Brazil

	Claro	TIM	Vivo
Download speedss (Mb/s)	80.11	88.85	98.12
Upload speedss (Mb/s)	14.43	12.51	14.49
Latency (ms)	57.52	57.40	44.79
Web browsing (%)	52.69	52.82	54.62
Youtube streaming (%)	77.79	75.90	78.56
nPerf Score (nPoints)	68 535	67 954	74 682

Source : nPerf.com



Best mobile Internet performance in 2025




Source : nPerf.com



Source : nPerf.com

The subscribers of Vivo enjoyed the best 5G Internet performances in Brazil in 2025.

#### 5G mobile Internet connections in Brazil

	Claro	TIM	Vivo
 Download speedss (Mb/s)	271.66	249.28	263.22
 Upload speedss (Mb/s)	33.25	25.64	26.95
 Latency (ms)	41.59	45.29	34.25
 Web browsing (%)	65.02	63.86	67.03
 Youtube streaming (%)	82.00	80.18	83.00
 nPerf Score (nPoints)	99 954	94 429	103 040

Source : nPerf.com

### Introduction

Vivo maintains its position as the n°1 mobile operator in Brazil in 2025, reinforcing its leadership in the sector. Brazil's average mobile performance reaches 70,390 nPoints across networks. Vivo leads in the 5G segment where it demonstrates its technical superiority. In terms of specific indicators, Vivo ranks first in download speeds (98.1 Mbps), allowing users to download large files quickly, while also delivering the best latency (44.8 ms) for responsive online gaming. Vivo further excels in browsing performance and video streaming quality, providing users with a comprehensive quality experience. Claro and Vivo share the top position for upload speeds, enabling effective video conferencing and content sharing.

#### **Vivo: Comprehensive performance leader**

With a score of 74,682 nPoints, Vivo secures the first place in the overall ranking. The operator dominates the 5G segment and achieves the top position across most performance indicators. Vivo offers the best download speeds (98.1 Mbps), ideal for streaming high-definition content, and shares the lead in upload performance (14.5 Mbps) with Claro. The operator also delivers the most responsive network with the lowest latency (44.8 ms), providing a smooth experience for online gaming. Additionally, Vivo leads in both browsing (54.6%) and video streaming (78.6%) metrics. The operator has shown solid improvement across multiple areas, with a notable 36.8% increase in download speeds and an 18.7% enhancement in browsing performance.

#### **Claro: Balanced performance**

Claro achieves a solid score of 68,535 nPoints, positioning itself in second place. The operator shares the first position with Vivo for upload speeds (14.4 Mbps), enabling users to efficiently share content and participate in video conferences. Claro has made significant progress in several areas, with download speeds improving by 22.6% and browsing performance increasing by 24.4%, demonstrating the operator's commitment to enhancing user experience across its network.

#### **TIM: Notable improvements**

TIM secures the third position with 67,954 nPoints, maintaining a competitive presence in the Brazilian sector. The operator shows good progress in key areas, with download speeds increasing by 18.7% (reaching 88.9 Mbps) and browsing performance improving by 22.3%. These enhancements reflect TIM's ongoing investment in network quality to provide a reliable service for its customers.

#### **Conclusion**

Vivo remains the leader in Brazil's mobile internet sector, delivering the best overall performance. The sector shows healthy competition with all operators making significant improvements in key performance areas, particularly in download speeds and browsing performance. This competitive environment benefits Brazilian consumers who can enjoy increasingly better mobile internet experiences across providers.

## 4. Methodology



nPerf provides a free application to assess Internet connection quality via its website and mobile apps (Android, iOS). Daily, thousands of people rely on nPerf for speed tests in their country, contributing to a comprehensive crowdsourced database covering all operators.

The study employs a strong filtering method to reflect real customer experiences on a specific network (mobile or fixed line). Measures are taken to prevent probes and measurement robots from affecting the results.

We assess:

### ▼ Download bitrate

Indicates the amount of data your connection can receive in one second from the nPerf server. The highest the measured value, the best is the bitrate of your connection.

### ▲ Upload bitrate

Indicates the amount of data your connection can send in one second to the nPerf server. The highest the measured value, the best is the bitrate of your connection.

### ◀▶ Latency (ping)

It indicated the delay a small packet of data requires to make a round-trip from your computer to the nPerf server. The shorter the delay, the most reactive your connection is. The mean is the minimum value.

### 🌐 Browsing performance

The browsing test assesses the load time of the fully loaded pages, including images, javascript, CSS, and fonts, for the five most popular sites. This indicator reflects the perceived quality by the user.

### 📺 Streaming performance

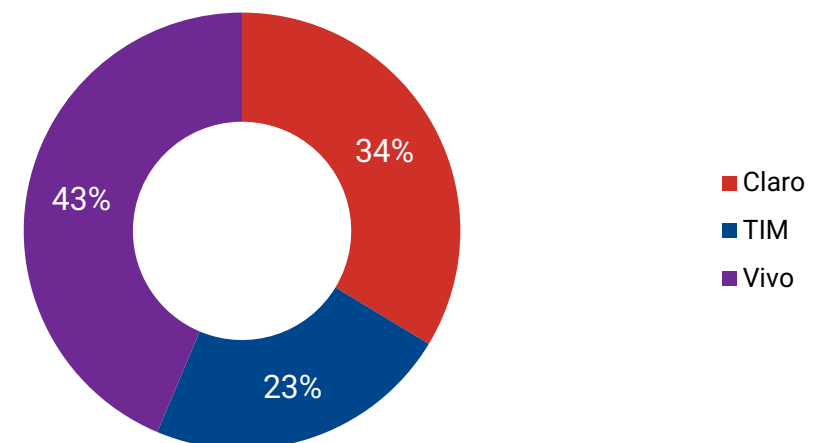
The video streaming test gauges the load time of a fully loaded video in three resolutions on YouTube, considering stalls during playback. This indicator reflects the perceived quality by the user.

Statistical precision is crucial in accurately determining winners. At nPerf, we prioritize test quality, precise reporting, and transparency. Analyzing a large volume of tests in this study, we've achieved 2.3% precision for absolute values, highlighting the reliability and accuracy of our data.

For a more comprehensive understanding of the user experience, our report features test results during both Busy hours (6 PM to 11 PM) and Idle hours (the rest of the day). Busy hours, marked by network strain, can impact user experience through congestion. This approach helps in understanding how network performance fluctuates throughout the day.

We only include national Internet service providers with test share above 5% share. The chart below shows the overall test distribution for each service provider.

Overall distribution of the tests per provider (ISPs Share)



Source : nPerf.com



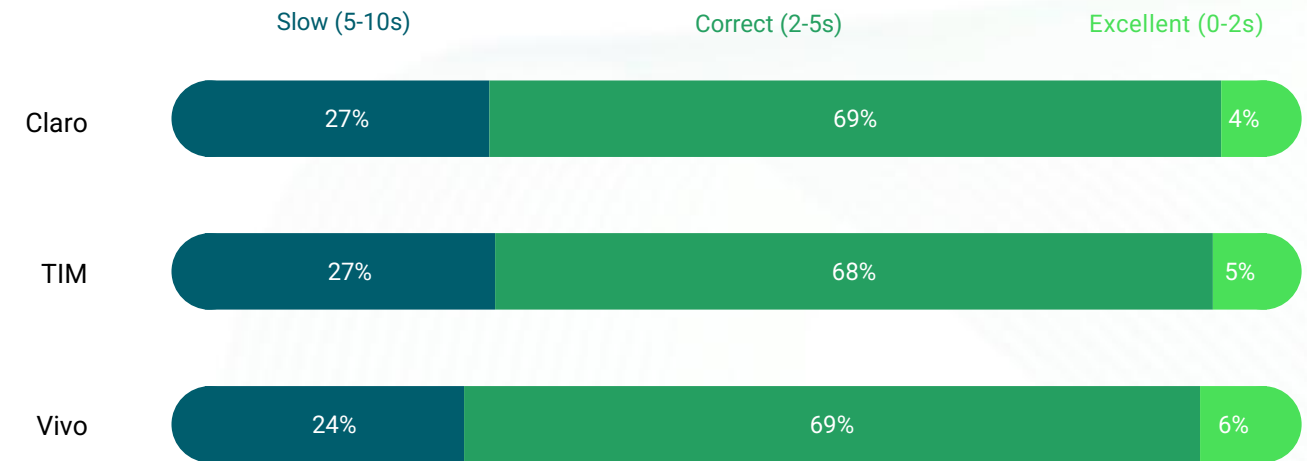
## Browsing Performance rate (average)



Source : nPerf.com

The subscribers of Vivo enjoyed the best mobile Internet browsing performance in 2025.

## Browsing Performance results ventilation (average)



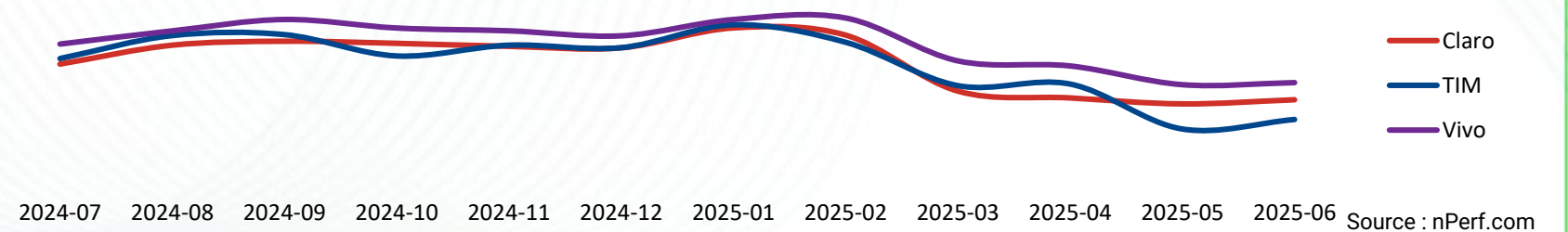
Source : nPerf.com

## Browsing Performance rate (average)



Source : nPerf.com

## Browsing performance rate (average) evolution over the year



Source : nPerf.com



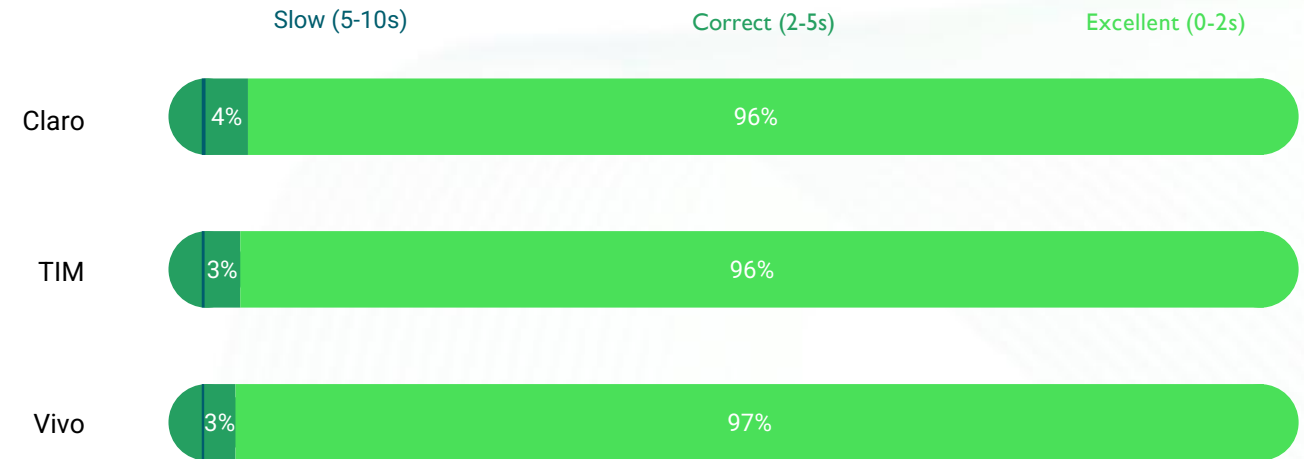
## Streaming Performance rate (average)



Source : nPerf.com

The subscribers of Vivo enjoyed the best mobile Internet streaming performance in 2025.

## Streaming Performance results ventilation (average)



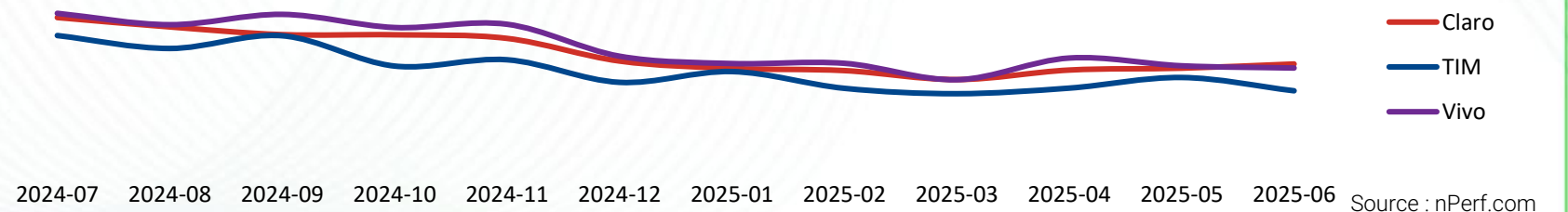
Source : nPerf.com

## Streaming Performance rate (average)



Source : nPerf.com

## Streaming performance rate (average) evolution over the year



Source : nPerf.com



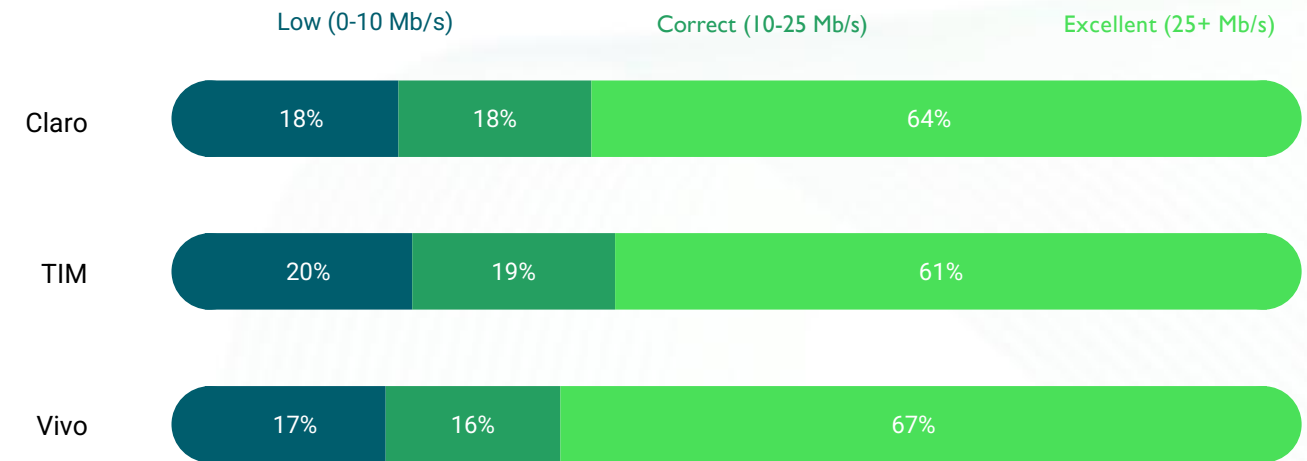
## Download Speed (average)



Source : nPerf.com

The subscribers of Vivo enjoyed the best average mobile Internet download speed in 2025.

## Download Speed results ventilation (average)



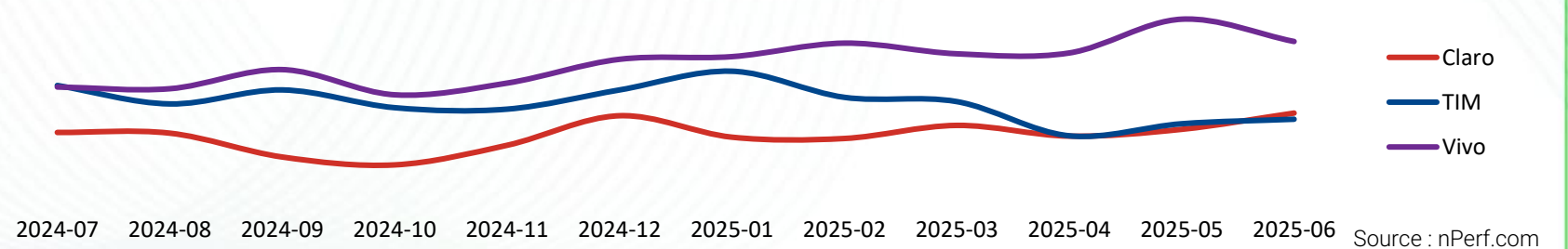
Source : nPerf.com

## Download Speed (average)



Source : nPerf.com

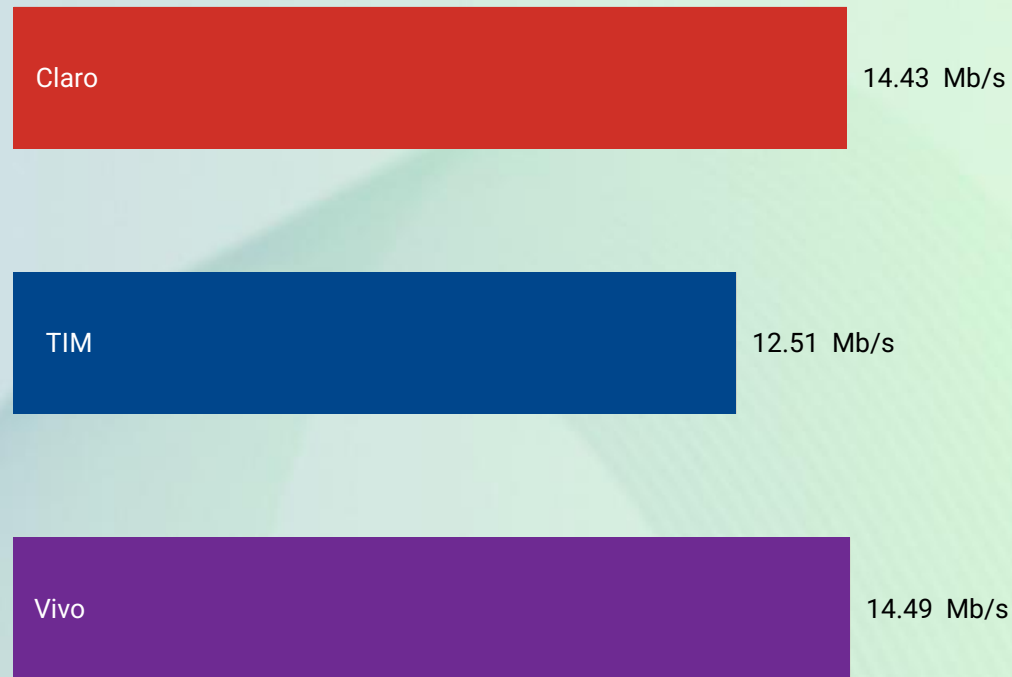
## Download Speed evolution over the year (average)



Source : nPerf.com



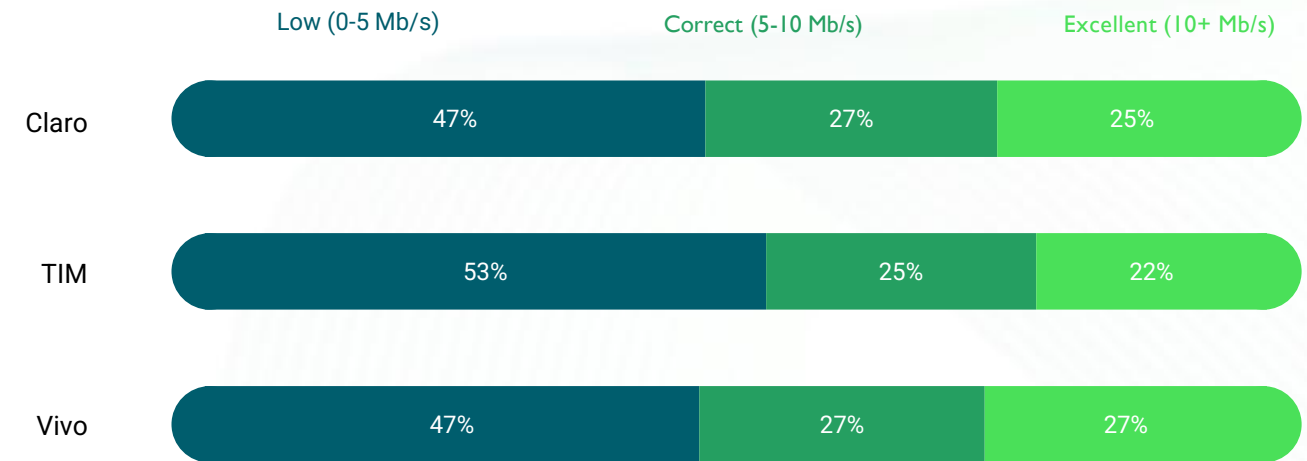
## Upload Speed (average )



Source : nPerf.com

The subscribers of Claro and Vivo enjoyed the best average mobile Internet upload speed in 2025.

## Upload Speed results ventilation (average)



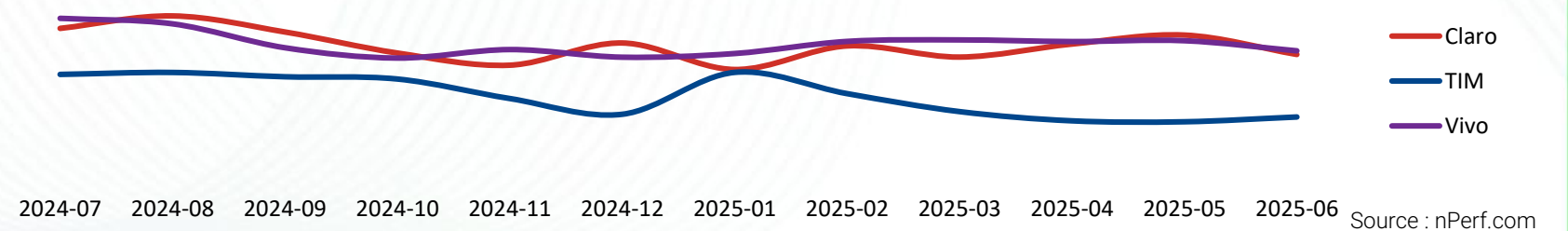
Source : nPerf.com

## Upload Speed (average )



Source : nPerf.com

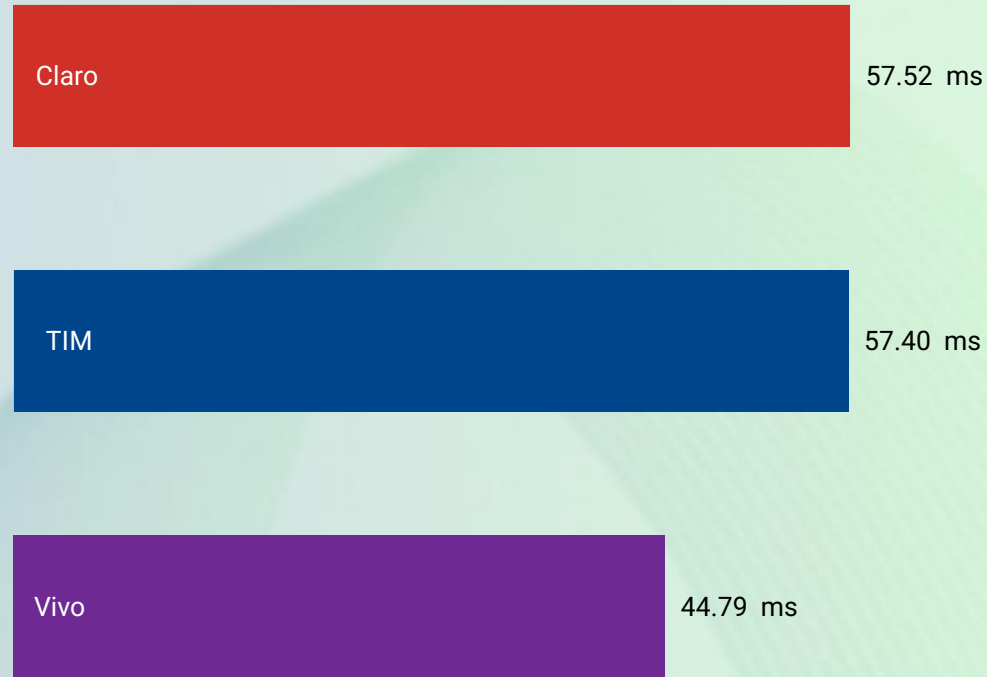
## Upload Speed evolution over the year (average)



Source : nPerf.com



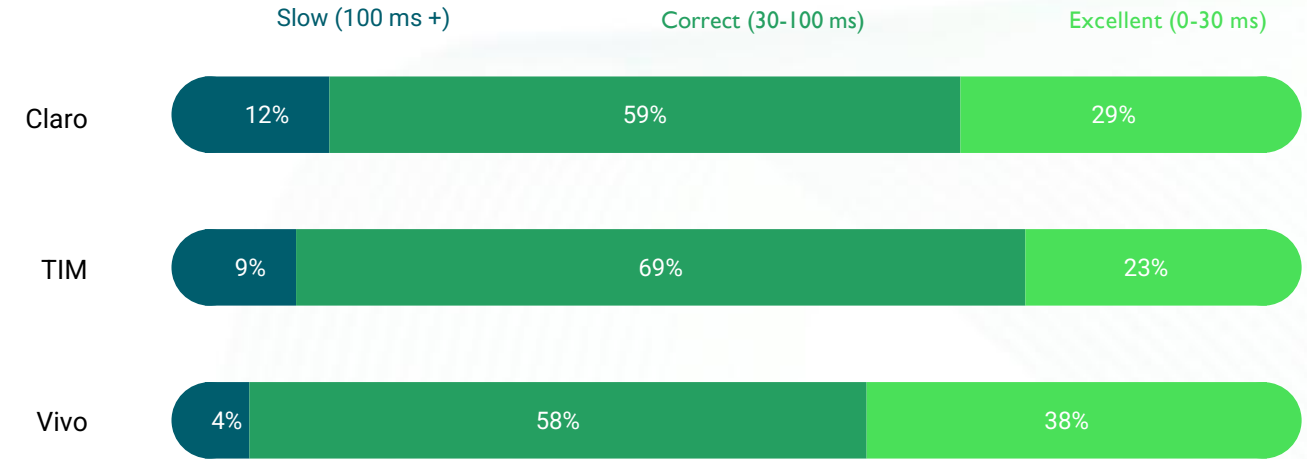
## Latency Speed (average)



Source : nPerf.com

The subscribers of Vivo enjoyed the best average mobile Internet latency speed in 2025.

## Latency Speed results ventilation (average)



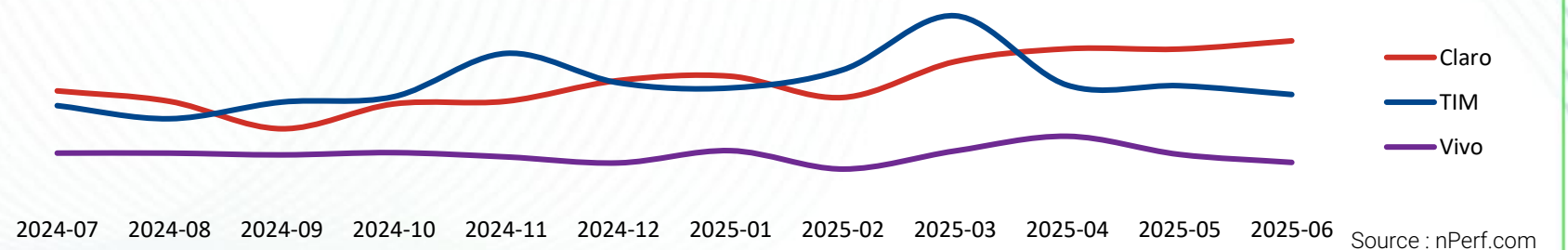
Source : nPerf.com

## Latency Speed (average)



Source : nPerf.com

## Latency Speed evolution over the year (average)



Source : nPerf.com

## nPerf Score (nPoints)



Source : nPerf.com

The subscribers of Vivo enjoyed the best 5G Internet performances in 2025.

- Best performances 5G: Vivo
- Best web browsing performances 5G: Vivo
- Best video streaming performances 5G: Vivo
- Fastest performances (Download) 5G: Claro
- Fastest performances (Upload) 5G: Claro
- 5G connections with the lowest latency: Vivo

Source : nPerf.com

Claro

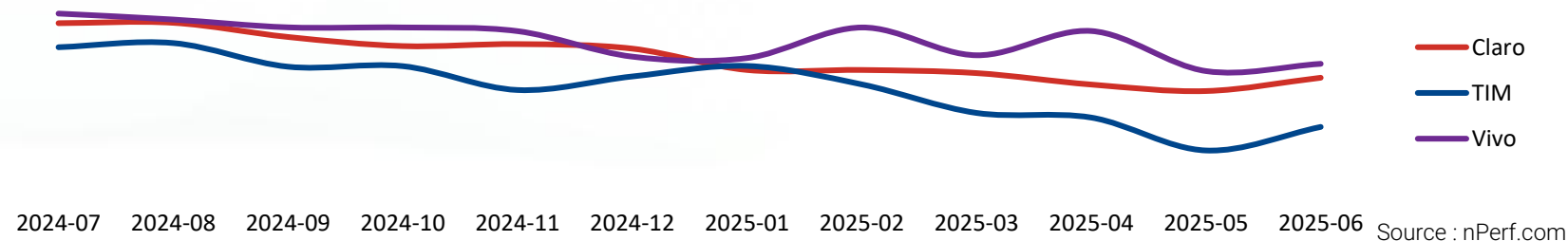
TIM

vivo



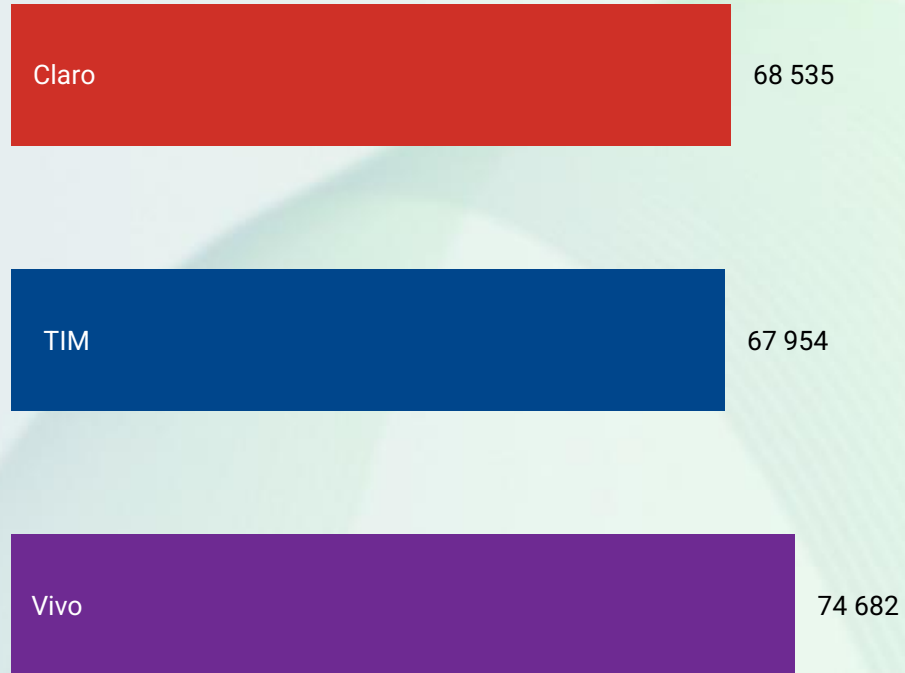
Source : nPerf.com

## nPerf score evolution over the year (average)



Source : nPerf.com

## nPerf Score (nPoints)



Source : nPerf.com

The subscribers of Vivo enjoyed the best mobile Internet performances in 2025.

The nPerf score takes into account the measured speeds, the latency and the QoE tests. The value of the points for the rates and the latency is calculated on a logarithmic scale, to better represent the perception of the user. Thus, this score reflects the overall quality of the connection experienced by the user.

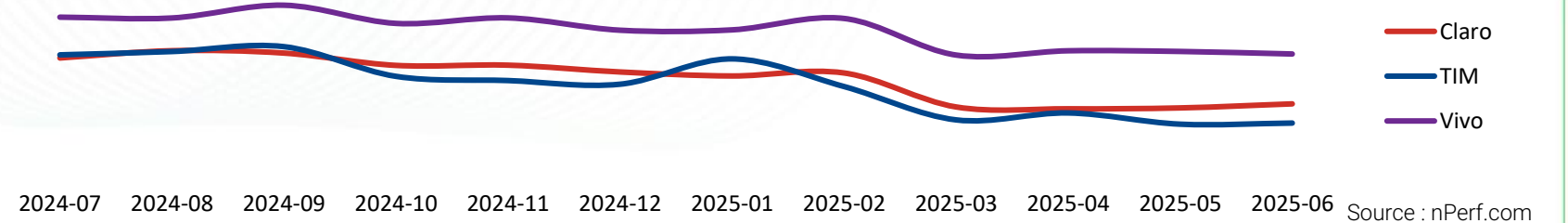
Source : nPerf.com

Best mobile Internet performance in 2025



Source : nPerf.com

## nPerf score evolution over the year (average)



Source : nPerf.com

The background features a series of thin, light-colored wavy lines that create a sense of motion and depth. These lines are layered and curve across the frame, set against a dark, muted blue background.

↳ perf