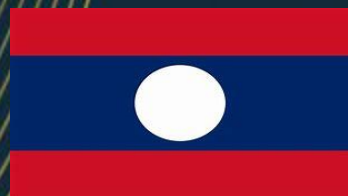


04/17/2025

Barometer of mobile Internet connections in Lao People's Democratic Republic

04/01/2024 - 03/31/2025



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**nPerf Network
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.



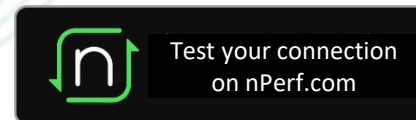
26Md+ coverage
scans in total.



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 Lao Telecom enjoyed the best mobile Internet performances in 2025.

Mobile Internet connections in Lao People's Democratic Republic

	Lao Telecom	Tplus	Unitel
▼ Download bitrates (Mb/s)	21.45	18.61	28.81
▲ Upload bitrates (Mb/s)	10.18	10.39	10.97
◀▶ Latency (ms)	40.32	40.55	83.22
🌐 Web browsing (%)	54.27	50.84	53.99
🎥 Youtube streaming (%)	71.29	63.68	67.02
📶 nPerf Score (nPoints)	54 809	48 743	49 777

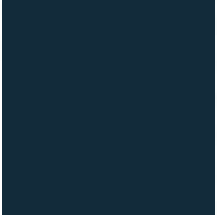
Source : nperf.com



Best mobile Internet performance
in 2025



Source : nperf.com



Source : nperf.com

Lao Telecom maintains its position as the leader in the mobile Internet market in Laos with an overall score of 54,809 nPoints. In terms of individual performance metrics, Unitel leads in download and upload speeds, while Lao Telecom delivers the best latency, browsing experience, and video streaming quality.

Lao Telecom: Maintaining market leadership

With 54,809 nPoints, Lao Telecom holds the first place in the overall ranking. The operator dominates the 4G segment, offering the best latency (40.32 ms), which ensures responsive online communications. Lao Telecom also excels in browsing experience (54.27%) and video streaming (71.29%), providing users with smooth web navigation and fluid content viewing experiences.

Unitel: Good download speeds

Unitel achieves 49,777 nPoints, securing the second position in the ranking. The operator distinguishes itself by delivering the highest download speeds (28.81 Mbps) and upload speeds (10.97 Mbps), making it particularly suitable for users who regularly download large files or participate in video conferences. Despite a higher latency compared to competitors, Unitel performs well in browsing, tying with Lao Telecom as n°1 in this category.

Tplus: In progress

Tplus reaches 48,743 nPoints, placing third in the overall ranking. The operator demonstrates a notable improvement with a significant 21.9% increase in its overall score. Tplus shows solid performance across all metrics, particularly in upload

speeds where it ranks second, offering good quality for content sharing.

Conclusion

Lao Telecom maintains its leadership position in Laos' mobile internet market, while Unitel stands out for its superior speeds. The significant improvement shown by Tplus highlights the competitive nature of the market, which ultimately benefits consumers with increasingly better mobile internet services. The healthy competition among operators continues to drive performance improvements across Laos' mobile internet landscape.

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 main 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

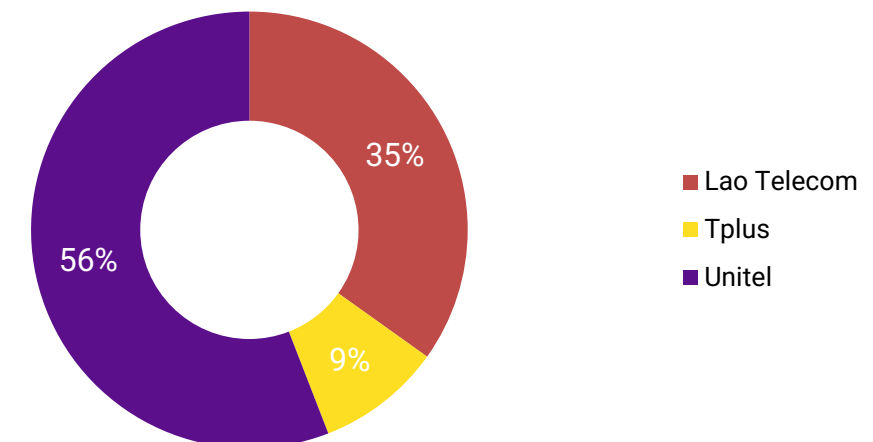
The video streaming test gauges the load time of a fully loaded video in three resolutions on YouTube, considering stalls during playback. This indicator reflects the perceived quality by the user.

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 3.0% 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



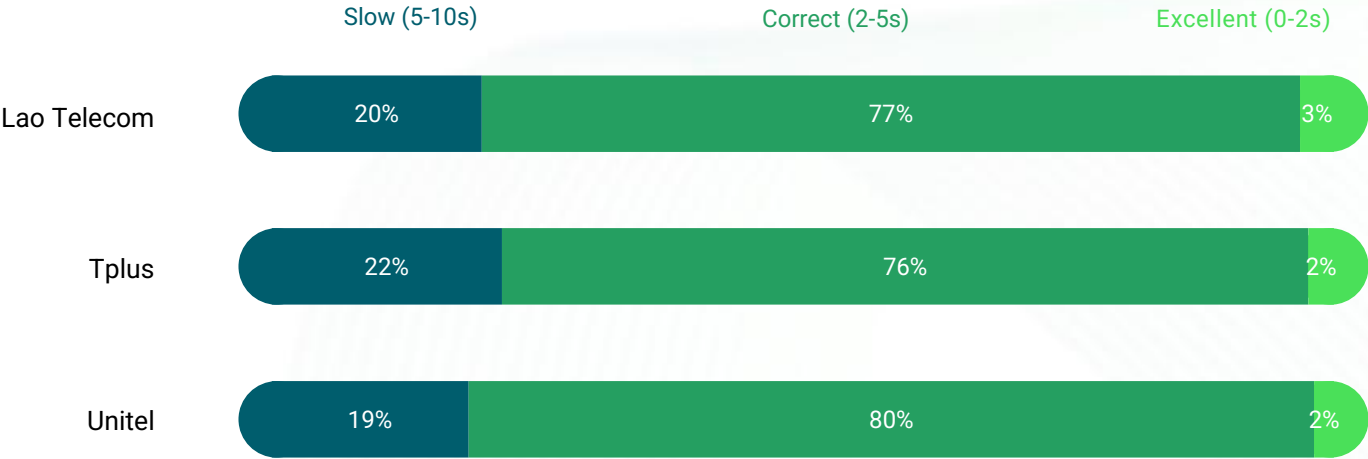
Browsing Performance rate (average)



Source : nperf.com

The subscribers of Lao Telecom and Unitel enjoyed the best mobile Internet browsing performance in 2025.

Browsing Performance results ventilation (average)



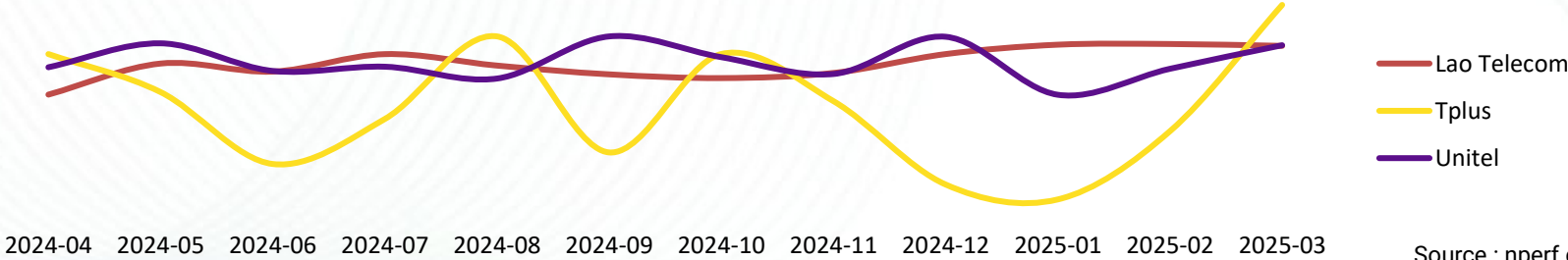
Source : nperf.com

Browsing Performance rate (average)



Source : nperf.com

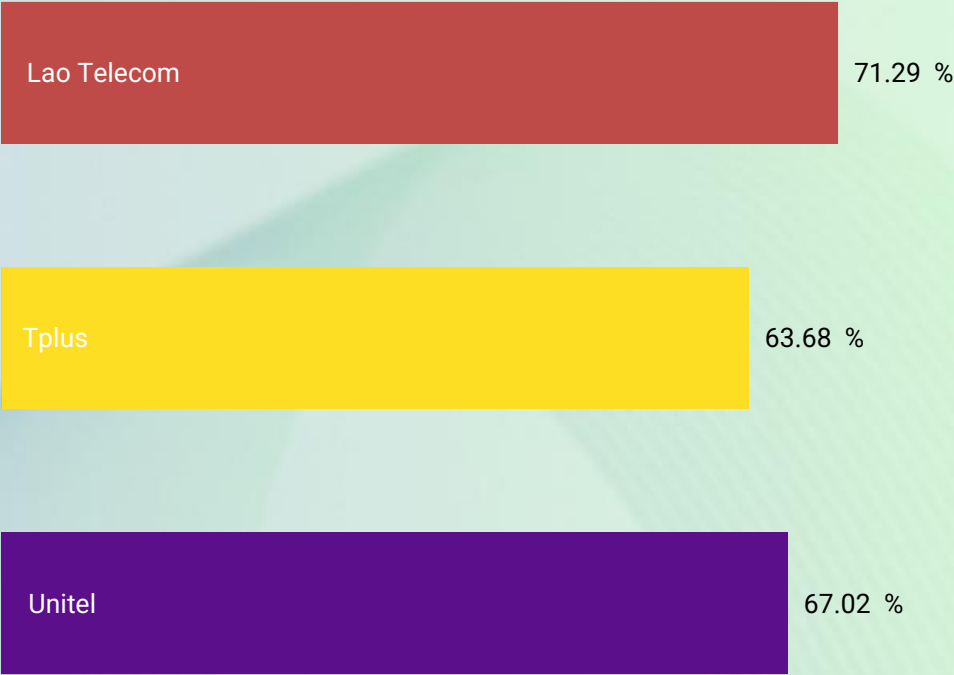
Browsing performance rate (average) evolution over the year



Source : nperf.com



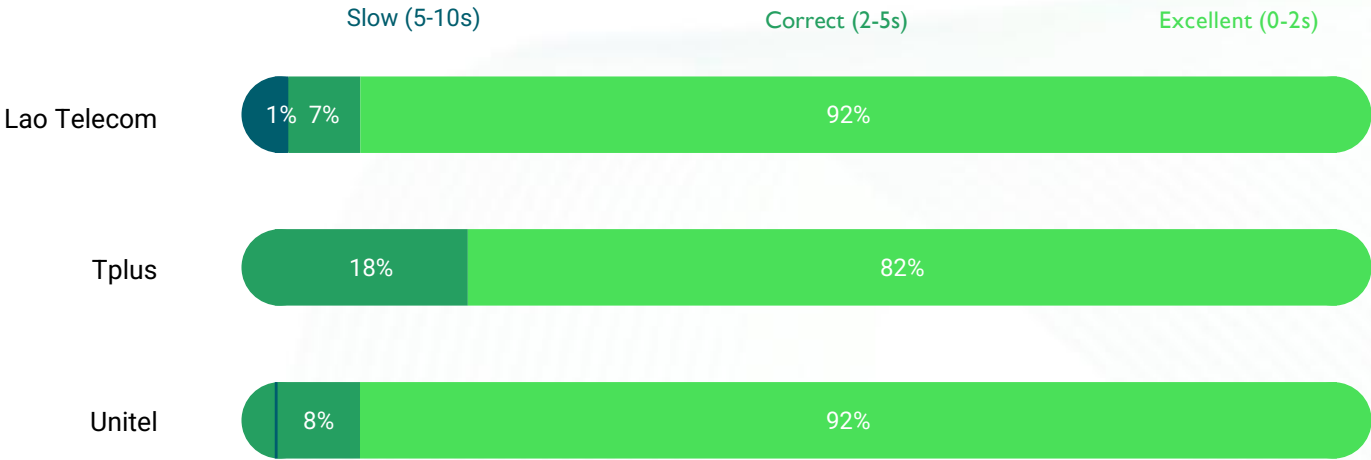
Streaming Performance rate (average)



Source : nperf.com

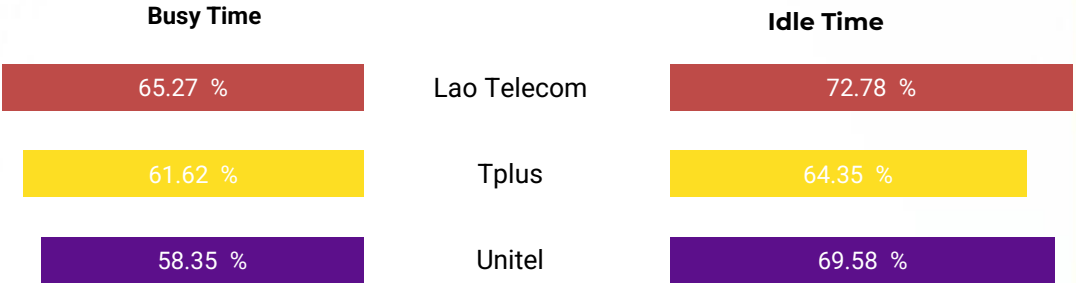
The subscribers of Lao Telecom enjoyed the best mobile Internet streaming performance in 2025.

Streaming Performance results ventilation (average)



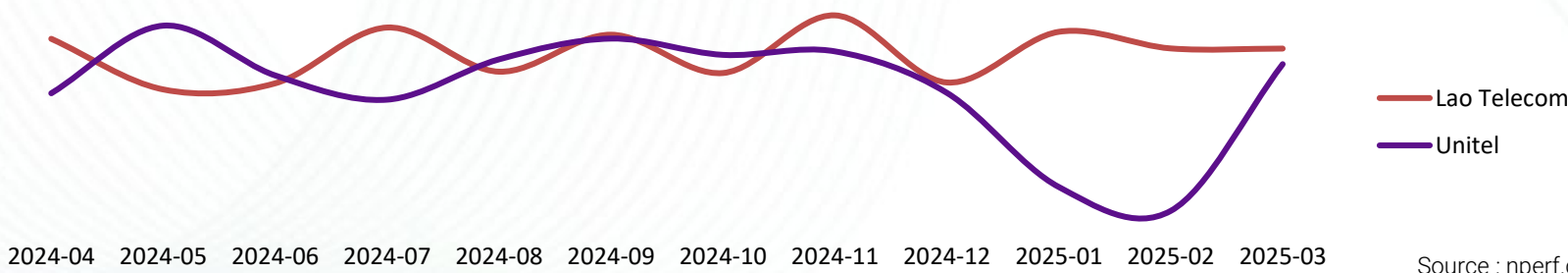
Source : nperf.com

Streaming Performance rate (average)



Source : nperf.com

Streaming performance rate (average) evolution over the year



Source : nperf.com



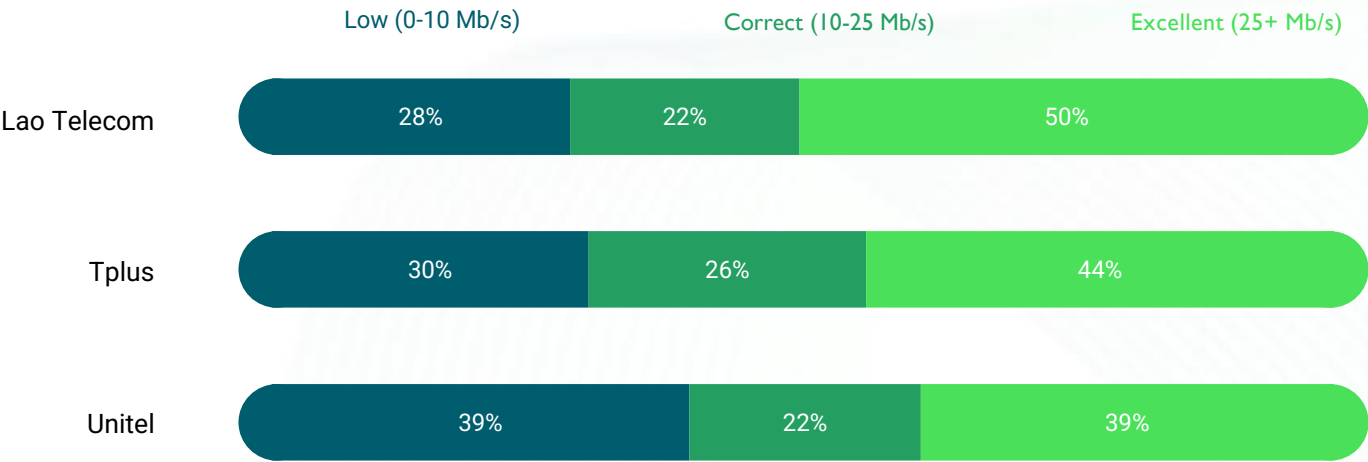
Download Speed (average)



Source : nperf.com

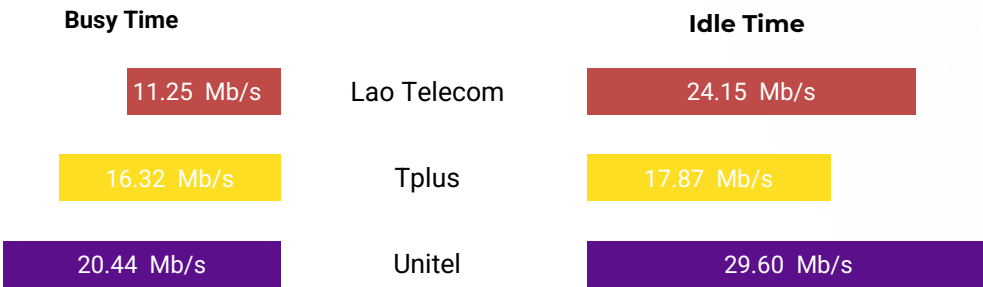
The subscribers of Unitel enjoyed the best average mobile Internet download speed in 2025.

Download Speed results ventilation (average)



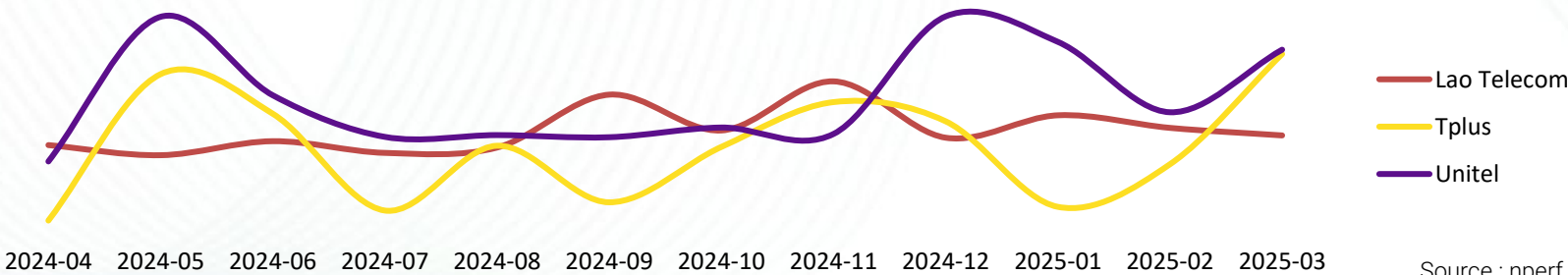
Source : nperf.com

Download Speed (average)



Source : nperf.com

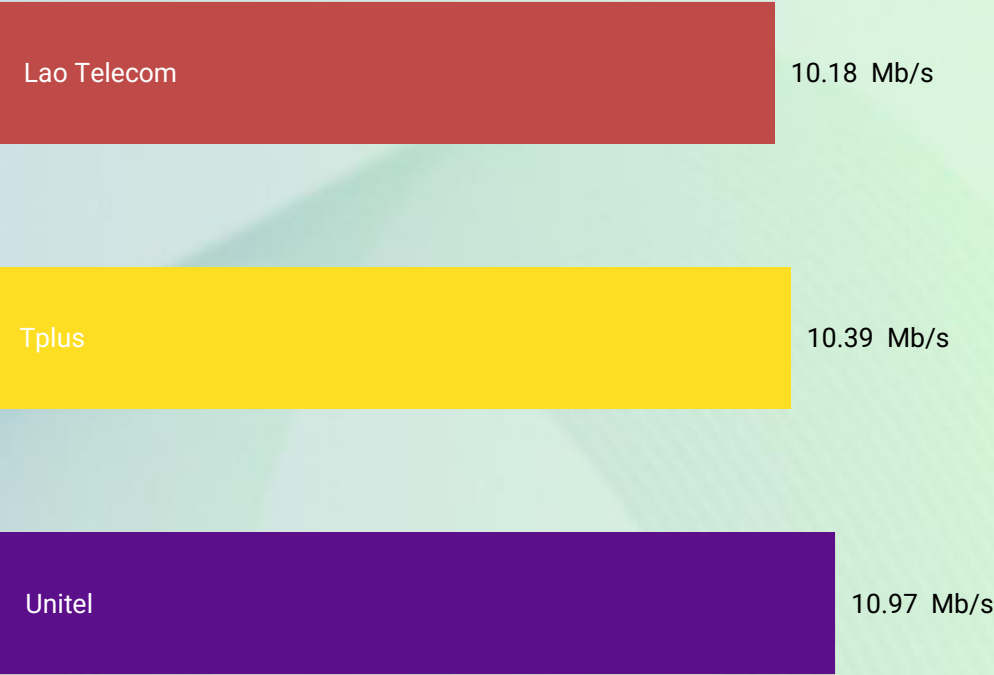
Download Speed evolution over the year (average)



Source : nperf.com



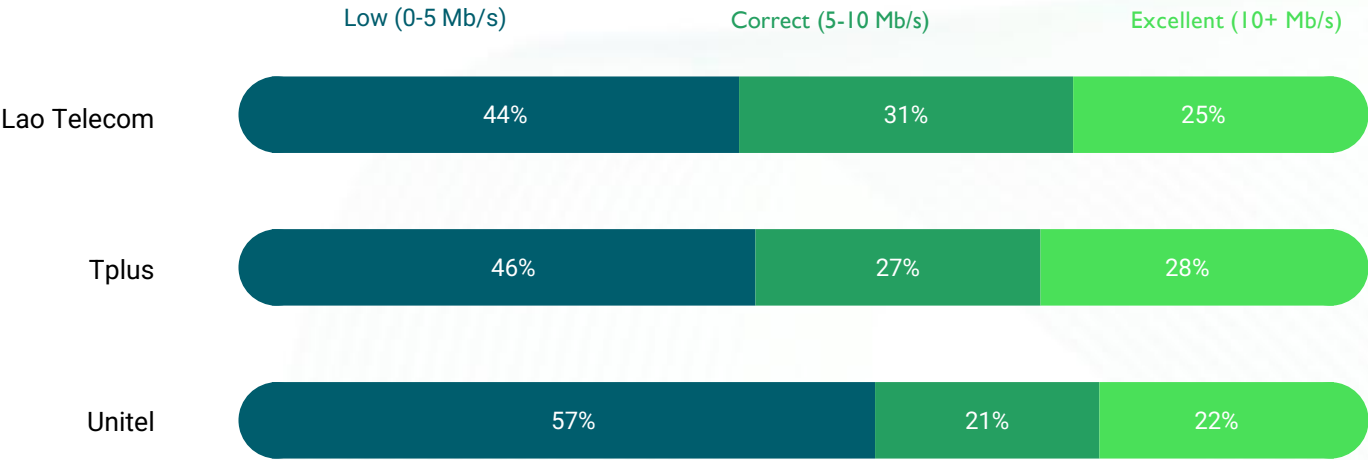
Upload Speed (average)



Source : nperf.com

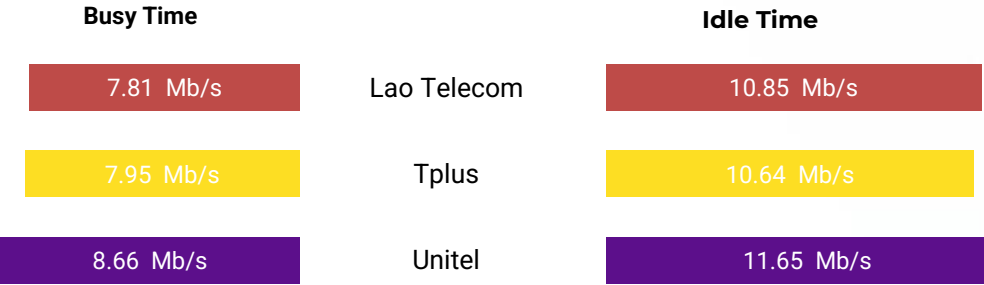
The subscribers of Unitel enjoyed the best average mobile Internet upload speed in 2025.

Upload Speed results ventilation (average)



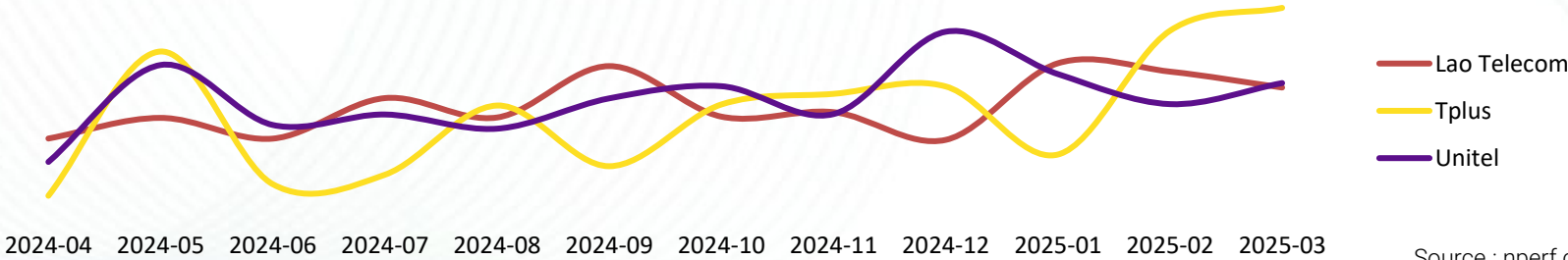
Source : nperf.com

Upload Speed (average)



Source : nperf.com

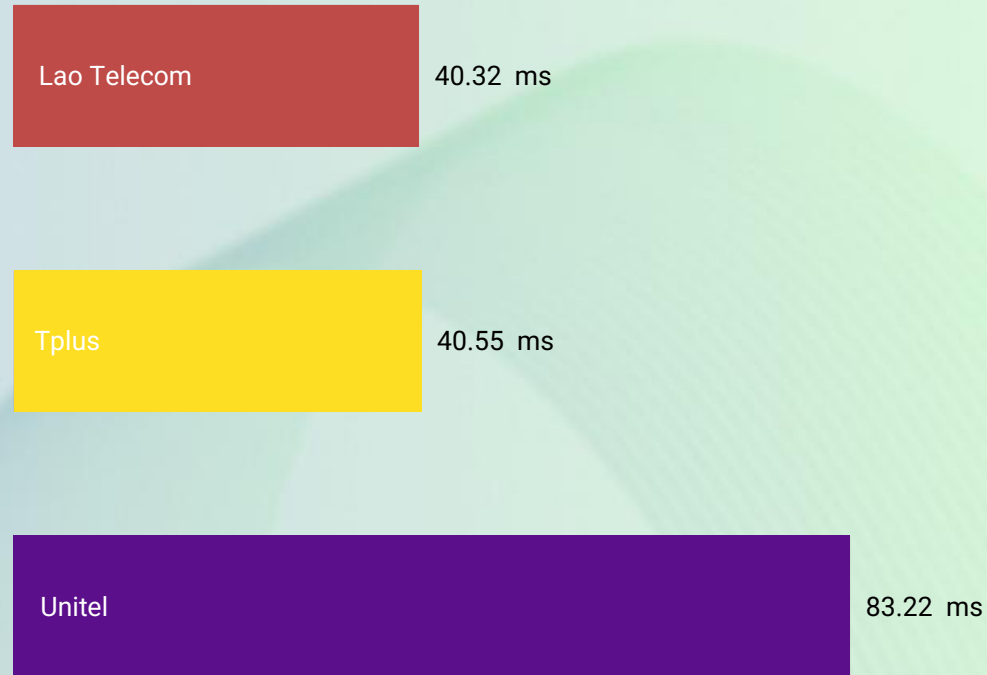
Upload Speed evolution over the year (average)



Source : nperf.com



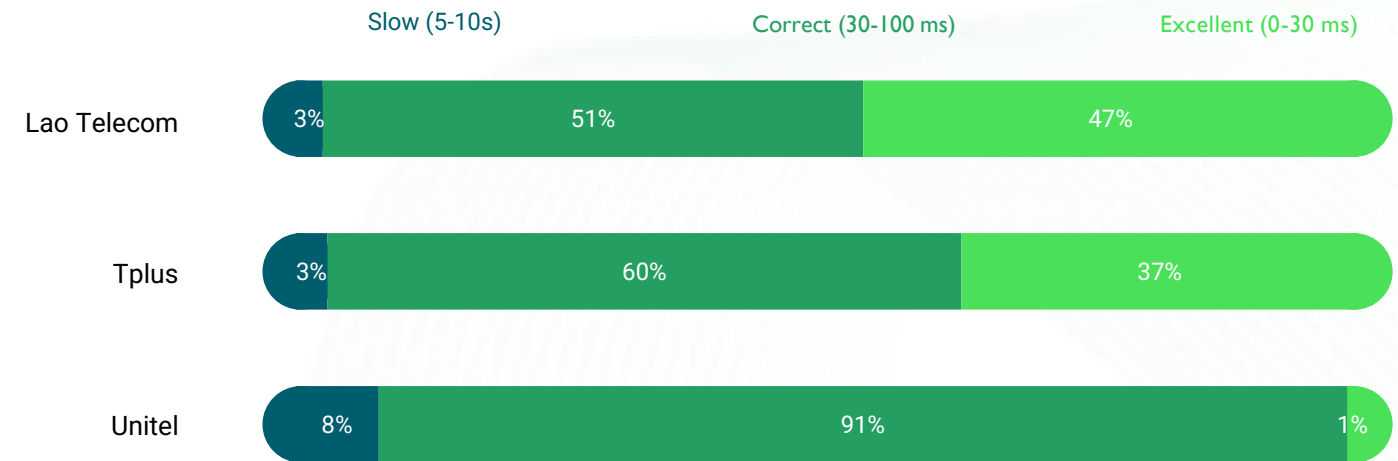
Latency Speed (average)



Source : nperf.com

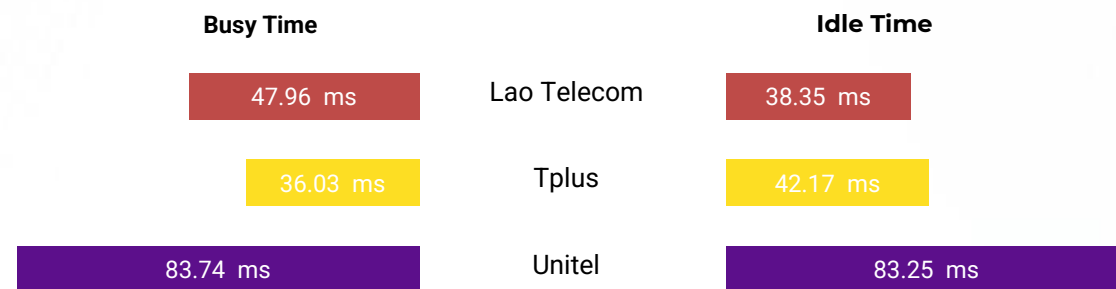
The subscribers of Lao Telecom and Tplus enjoyed the best average mobile Internet latency speed in 2025.

Latency Speed results ventilation (average)



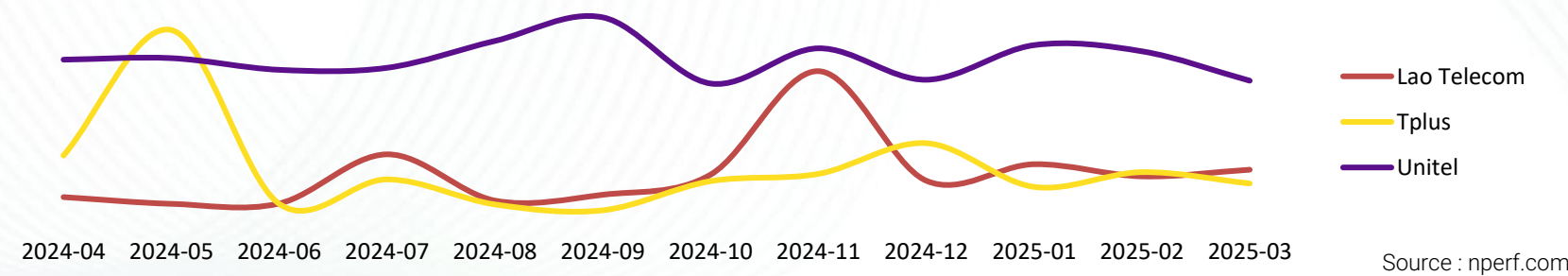
Source : nperf.com

Latency Speed (average)



Source : nperf.com

Latency Speed evolution over the year (average)





nPerf Score (nPoints)

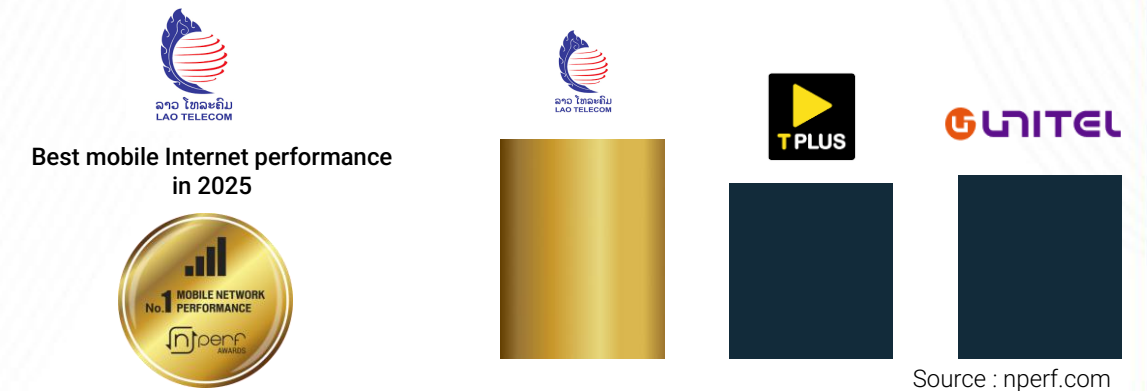


Source : nperf.com

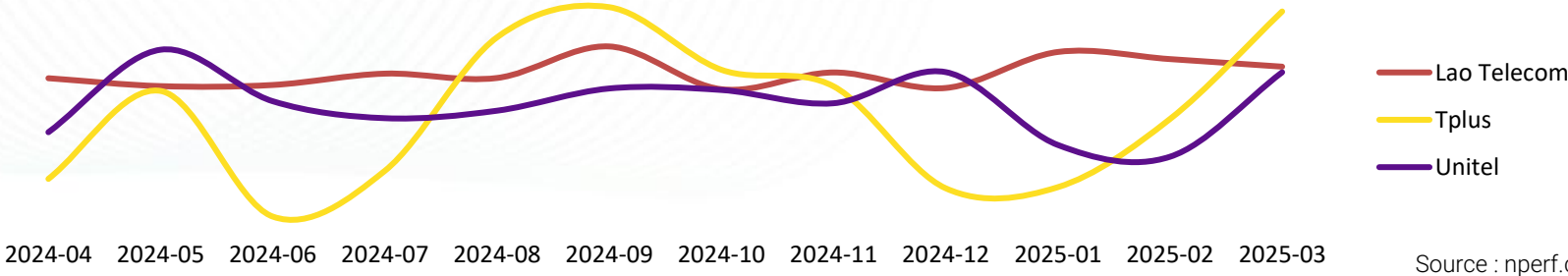
The subscribers of Lao Telecom enjoyed the best mobile Internet performances in 2025.

The nperf score takes into account the measured bitrates, 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



nPerf score evolution over the year (average)



The background of the image features a series of thin, light-colored wavy lines that create a sense of motion and depth. These lines are layered and overlap, forming a complex, organic pattern that flows across the frame. The overall effect is reminiscent of a stylized wave or a digital signal.

inperf