

The number of the day: how much the demand for ESIM has grown in Russia from 2023 to 2025.

3 × The demand for ESIM in two years has grown

Beeline analysts reported a significant increase in interest in ESIM technology in the metropolitan region. According to the received data, the number of subscribers using the built-in electronic SIM card in Moscow and the Moscow Region increased by more than three years in two years. At the same time, over the past year, the number of users has increased by more than 140%.

Almost 64% of ESIM support devices used by subscribers are smartphones. The most popular devices among them are iPhone models, followed by Samsung and Xiaomi devices. The iPhone 11 remains the leader among specific models, although its share is gradually decreasing as new smartphones are released.

The use of ESIM also influenced activity on the Internet. In the first seven months of 2025, the consumption of mobile traffic by users of this technology increased by 49% compared to the same period last year. The greatest increase in consumption was recorded when visiting web pages through browsers, which account for 21% of total traffic, as well as in instant messengers-17%. Social networks occupy 11%.

Esim allows you to quickly connect mobile communications without visiting salons. To activate the number, it is enough to choose the tariff on the operator's website and confirm the identity through public services, and the process itself takes less than 10 minutes.