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# **INDUSTRY INFORMATION - TELECOM SUBSCRIPTIONS FOR JULY 2021**

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National Communications Authority

*SEPTEMBER 3, 2021*

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## **TELECOM SUBSCRIPTIONS FOR JULY 2021**

### **1.0. Introduction**

This report highlights voice and data trends that have occurred in the telecommunication industry as at the end of July 2021 with an estimated country population of 31,358,190. It presents information on Mobile Voice Telephony, Fixed Line as well as Mobile Data subscriptions for the month under review.

### **2.0. Mobile Voice Subscription**

At the end of July 2021, the total number of voice subscriptions was 44,834,661. This represents a percentage increase of 6.67% from June 2021's figure of 42,030,426. The total penetration rate for the month under review was 142.98%.

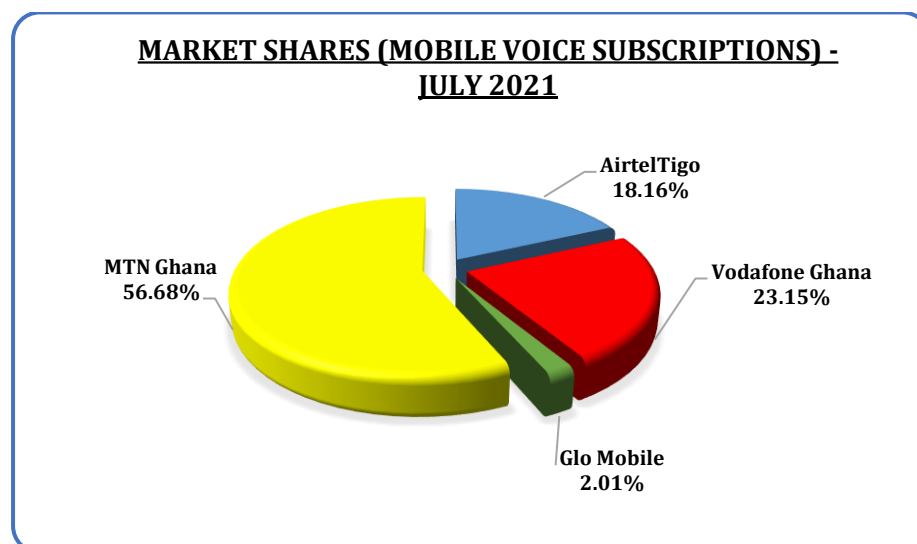
MTN's mobile voice subscriptions for the period was 23,527,225 representing a percentage increase of 0.10% from June 2021's figure of 23,504,397. MTN's market share for the month under review was 56.68%.

Vodafone's mobile voice subscriptions increased from 9,412,253 as at the end of June 2021 to 9,608,090 as at the end of July 2021. This represents a percentage increase of 2.08%. Vodafone's market share for July 2021 was 23.15%.

AirtelTigo's mobile voice subscriptions decreased from 7,984,134 as at the end of June 2021 to 7,537,514 as at the end of July 2021 indicating a percentage decrease of 5.59%. Their market share for the month under review was 18.16% as compared to 19.14% in June 2021.

Mobile voice subscriptions of Glo increased from 814,475 as at the end of June 2021 to 836,198 at the end of July 2021. With a percentage increase of 2.67%, their total market share for the month under review was 2.01%.

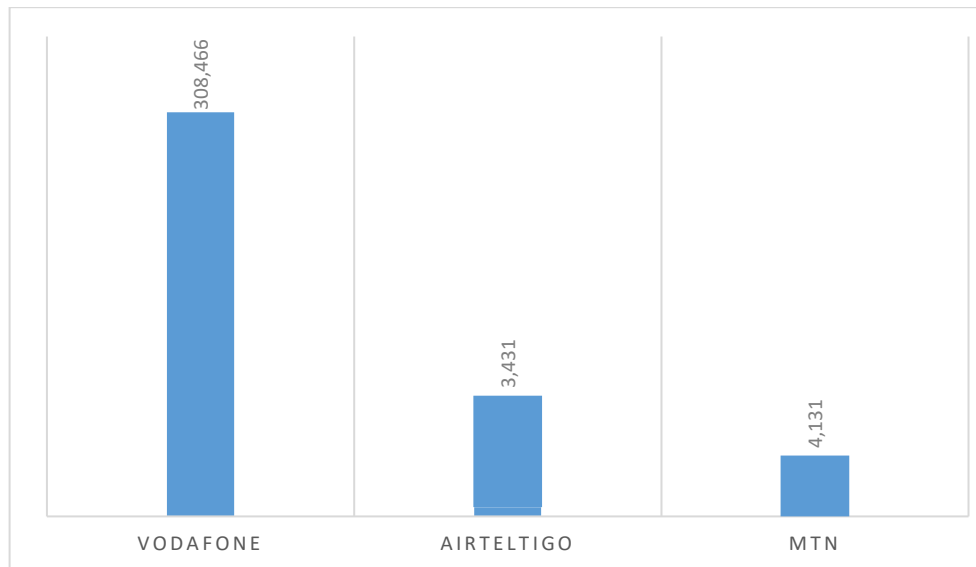
#### **2.0. Chart 1 - Mobile Voice Market Share for July 2021**



### 3.0. Fixed Telephony

There are three (3) Operators providing Fixed Line services in Ghana. These Operators are Vodafone, AirtelTigo and MTN. As at the end of July 2021, the total subscriptions for the Fixed Operators stood at 316,028, an increase of 861 subscriptions from the previous month's subscription of 315,167. Vodafone ended the month with 308,466 subscriptions; AirtelTigo recorded a total subscription of 3,431 with MTN recording 4,131 subscriptions.

**3.0i. Chart 2 – Fixed Telephony Subscriptions for July 2021**



### 4.0. Data Subscription Figures

With an estimated population of 31,358,190, the total subscriptions of data in the country at the end of July 2021 were 23,052,260. The penetration rate for the period stood at 73.97%.

#### 4.1. Mobile Network Operators (MNOs) Mobile Data Subscription

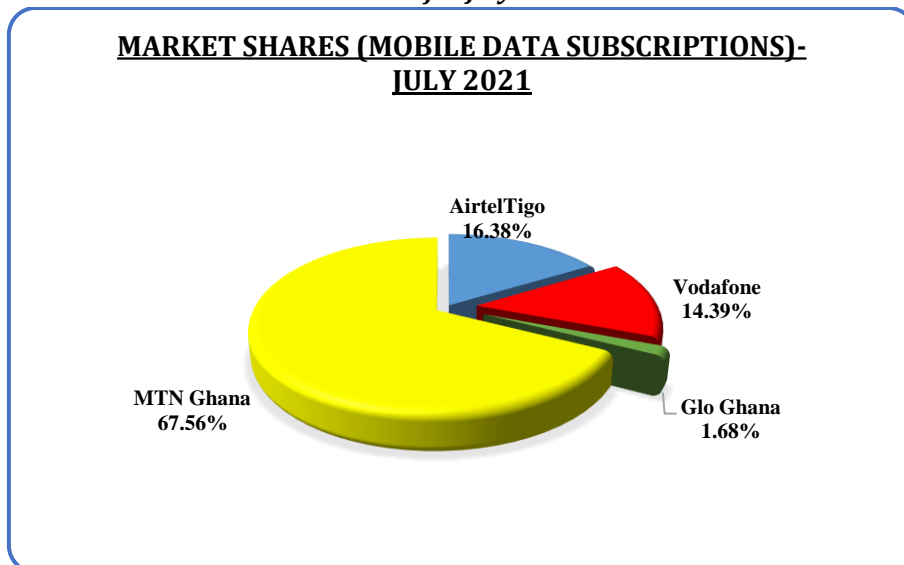
MTN ended the month of July with 15,572,977 mobile data subscriptions. Their market share for the month under review was 67.56%.

The total number of subscriptions for Vodafone's mobile data in July 2021 was 3,318,072. This is reflected in their market share of 14.39%.

AirtelTigo's mobile data subscriptions for July 2021 was 3,774,911. Their market share for the month was 16.38%.

Glo recorded data subscriber figures of 386,300 at the end of July 2021. This reflects a market share of 1.68%.

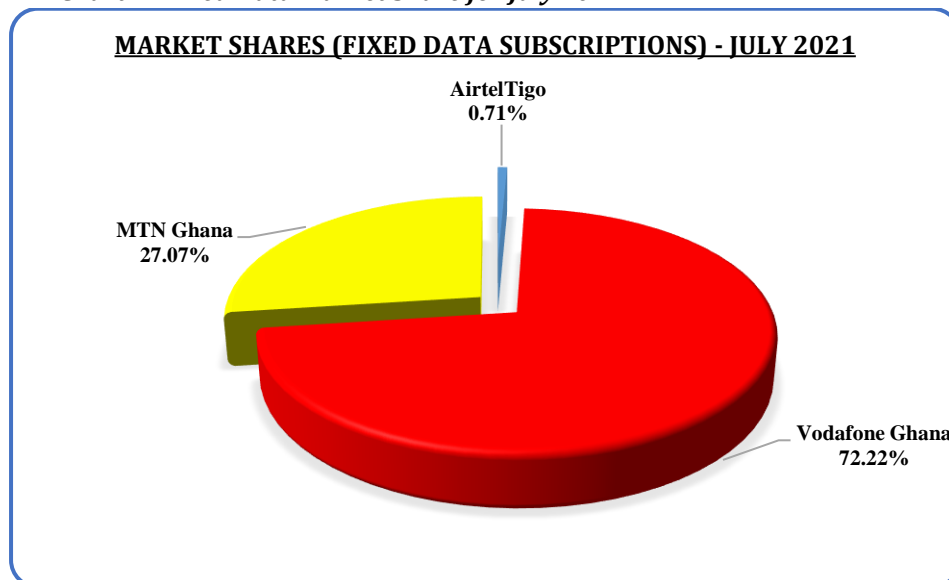
#### 4.1. Chart 3 – Mobile Data Market Share for July 2021



#### 4.2. Fixed Network Data Operators (FNOs) Subscriptions

There are three (3) Operators providing fixed data services in Ghana. They are Vodafone, AirtelTigo and MTN. As at the end of July 2021, the total number of fixed data subscriptions was 91,844 with Vodafone recording 66,330. AirtelTigo and MTN ended the month with 655 and 24,859 subscriptions respectively.

#### 4.2. Chart 4 – Fixed Data Market Share for July 2021

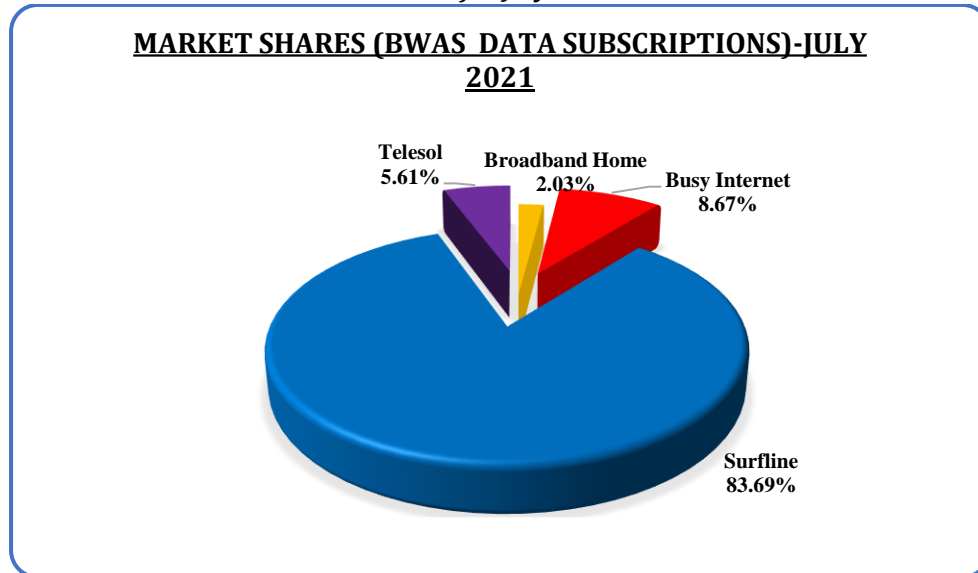


#### 4.3. Broadband Wireless Access (BWA) Operators/Subscriptions

Broadband Data Access (BWA) Operators provide broadband data access through wireless media to consumer and business markets. In Ghana, there are five (5) BWA Operators namely, Surfline, Blu Ghana, Broadband Home, Telesol and Busy Internet.

The total subscriptions for BWA stood at 51,955 as at the end of July 2021. Surflite recorded subscriptions of 43,479 whilst Broadband Home ended the month with 1,056 subscriptions. Telesol and Busy Internet recorded 2,915 and 4,505 subscriptions respectively.

**4.3. Chart 5 -BWA Data Market Share for July 2021**



**\*NB: Blu Ghana's subscription figures were unavailable as at the time of the compilation of this report.**

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