

**INDUSTRY MARKET STATISTICS**

**DATA SUBSCRIPTION ANALYSIS FOR JANUARY - DECEMBER 2021**

<b>MOBILE NETWORK DATA OPERATORS (MNOs)</b>	<b>Jan-21</b>	<b>Feb-21</b>	<b>Mar-21</b>	<b>Apr-21</b>	<b>May-21</b>	<b>Jun-21</b>	<b>Jul-21</b>	<b>Aug-21</b>	<b>Sep-21</b>	<b>Oct-21</b>	<b>Nov-21</b>	<b>Dec-21</b>
Airtel Ghana Limited (AirtelTigo)	3,883,368	3,836,047	3,813,629	3,787,039	3,801,605	3,798,267	3,774,911	3,759,247	3,753,038	3,707,440	3,646,260	3,524,022
Ghana Telecommunications Company Limited (Vodafone Ghana)	3,068,642	3,105,145	3,129,421	3,158,167	3,239,321	3,277,749	3,318,072	3,369,643	3,403,374	3,315,342	3,136,651	3,346,148
Glo Mobile Ghana Limited (Glo)	343,587	334,459	382,650	379,309	379,760	379,680	386,300	391,885	387,151	385,961	373,598	384,456
Scancom PLC Ghana Limited (MTN Ghana)	19,312,540	15,214,710	15,615,040	15,438,968	15,442,446	15,396,719	15,572,977	15,770,954	15,741,613	15,848,531	15,772,776	16,159,901
<b>TOTAL MOBILE</b>	<b>26,608,137</b>	<b>22,490,361</b>	<b>22,940,740</b>	<b>22,763,483</b>	<b>22,863,132</b>	<b>22,852,415</b>	<b>23,052,260</b>	<b>23,291,729</b>	<b>23,285,176</b>	<b>23,257,274</b>	<b>22,929,285</b>	<b>23,414,527</b>
<b>MONTH OVER MONTH GROWTH</b>	<b>0.52%</b>	<b>-15.48%</b>	<b>2.00%</b>	<b>-0.77%</b>	<b>0.44%</b>	<b>-0.05%</b>	<b>0.87%</b>	<b>1.04%</b>	<b>-0.03%</b>	<b>-0.12%</b>	<b>-1.41%</b>	<b>2.12%</b>
<b>MONTH OVER MONTH GROWTH PER OPERATOR (MOBILE)</b>	<b>Jan-21</b>	<b>Feb-21</b>	<b>Mar-21</b>	<b>Apr-21</b>	<b>May-21</b>	<b>Jun-21</b>	<b>Jul-21</b>	<b>Aug-21</b>	<b>Sep-21</b>	<b>Oct-21</b>	<b>Nov-21</b>	<b>Dec-21</b>
Airtel Ghana Limited (AirtelTigo)	-1.09%	-1.22%	-0.58%	-0.70%	0.38%	-0.09%	-0.61%	-0.41%	-0.17%	-1.21%	-1.65%	-3.35%
Ghana Telecommunications Company Limited (Vodafone Ghana)	0.43%	1.19%	0.78%	0.92%	2.57%	1.19%	1.23%	1.55%	1.00%	-2.59%	-5.39%	6.68%
Glo Mobile Ghana Limited (Glo)	0.61%	-2.66%	14.41%	-0.87%	0.12%	-0.02%	1.74%	1.45%	-1.21%	-0.31%	-3.20%	2.91%
Scancom PLC Ghana Limited (MTN Ghana)	0.87%	-21.22%	2.63%	-1.13%	0.02%	-0.30%	1.14%	1.27%	-0.19%	0.68%	-0.48%	2.45%
<b>FIXED NETWORK DATA OPERATORS (FNOs)</b>	<b>Jan-21</b>	<b>Feb-21</b>	<b>Mar-21</b>	<b>Apr-21</b>	<b>May-21</b>	<b>Jun-21</b>	<b>Jul-21</b>	<b>Aug-21</b>	<b>Sep-21</b>	<b>Oct-21</b>	<b>Nov-21</b>	<b>Dec-21</b>
Airtel Ghana Limited (AirtelTigo)	707	711	674	661	658	658	655	475	660	666	668	649
Ghana Telecommunications Company Limited (Vodafone Ghana)	62,006	62,546	63,208	63,480	62,568	65,443	66,330	64,981	65,347	65,858	66,627	67,086
Scancom PLC Ghana Limited (MTN Ghana)	21,052	21,149	21,655	23,206	23,743	23,951	24,859	25,867	26,741	26,686	24,846	45,987
<b>TOTAL FIXED</b>	<b>83,765</b>	<b>84,406</b>	<b>85,537</b>	<b>87,347</b>	<b>86,969</b>	<b>90,052</b>	<b>91,844</b>	<b>91,323</b>	<b>92,748</b>	<b>93,210</b>	<b>92,141</b>	<b>113,722</b>
<b>MONTH OVER MONTH GROWTH</b>	<b>8.75%</b>	<b>0.77%</b>	<b>1.34%</b>	<b>2.12%</b>	<b>-0.43%</b>	<b>3.54%</b>	<b>1.99%</b>	<b>-0.57%</b>	<b>1.56%</b>	<b>0.50%</b>	<b>-1.15%</b>	<b>23.42%</b>
<b>MONTH OVER MONTH GROWTH PER OPERATOR (FIXED)</b>	<b>Jan-21</b>	<b>Feb-21</b>	<b>Mar-21</b>	<b>Apr-21</b>	<b>May-21</b>	<b>Jun-21</b>	<b>Jul-21</b>	<b>Aug-21</b>	<b>Sep-21</b>	<b>Oct-21</b>	<b>Nov-21</b>	<b>Dec-21</b>
Airtel Ghana Limited (AirtelTigo)	1.00%	0.57%	-5.20%	-1.93%	-0.45%	0.00%	-0.46%	-27.48%	38.95%	0.91%	0.30%	-2.84%
Ghana Telecommunications Company Limited (Vodafone Ghana)	-0.45%	0.87%	1.06%	0.43%	-1.44%	4.60%	1.36%	-2.03%	0.56%	0.78%	1.17%	0.69%
Scancom PLC Ghana Limited (MTN Ghana)	49.96%	0.46%	2.39%	7.16%	2.31%	0.88%	3.79%	4.05%	3.38%	-0.21%	-6.90%	85.09%
<b>BROADBAND WIRELESS ACCESS OPERATORS (BWAs)</b>	<b>Jan-21</b>	<b>Feb-21</b>	<b>Mar-21</b>	<b>Apr-21</b>	<b>May-21</b>	<b>Jun-21</b>	<b>Jul-21</b>	<b>Aug-21</b>	<b>Sep-21</b>	<b>Oct-21</b>	<b>Nov-21</b>	<b>Dec-21</b>
Blu Telecommunications Limited	124	117	116	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL
Broadband Home	1,056	1,056	1,056	1,056	1,056	1,056	1,056	1,056	1,056	1,056	1,039	996
Busy Internet Ghana Limited (Busy)	6,591	6,630	6,693	6,643	6,515	6,310	4,505	6,165	6,094	6,055	5,981	5,489
Surflin Communications Limited (Surflin)	41,387	42,750	43,511	43,777	43,512	43,462	43,479	43,415	42,848	42,035	41,603	41,123
Telesol Ghana Limited (Telesol)	1,721	1,725	NIL	1,721	2,395	2,435	2,915	2,915	3,045	3,045	3,050	3,106
<b>TOTAL BWA</b>	<b>50,879</b>	<b>52,278</b>	<b>51,376</b>	<b>53,197</b>	<b>53,478</b>	<b>53,263</b>	<b>51,955</b>	<b>53,551</b>	<b>53,043</b>	<b>52,191</b>	<b>51,673</b>	<b>50,714</b>
<b>MONTH OVER MONTH GROWTH</b>	<b>1.18%</b>	<b>2.75%</b>	<b>-1.73%</b>	<b>3.54%</b>	<b>0.53%</b>	<b>-0.40%</b>	<b>-2.46%</b>	<b>3.07%</b>	<b>-0.95%</b>	<b>-1.61%</b>	<b>-0.99%</b>	<b>-1.86%</b>
<b>MONTH ON MONTH GROWTH PER OPERATOR(BWA)</b>	<b>Jan-21</b>	<b>Feb-21</b>	<b>Mar-21</b>	<b>Apr-21</b>	<b>May-21</b>	<b>Jun-21</b>	<b>Jul-21</b>	<b>Aug-21</b>	<b>Sep-21</b>	<b>Oct-21</b>	<b>Nov-21</b>	<b>Dec-21</b>
Blu Telecommunications Limited	-24.39%	-5.65%	-0.85%	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL
Broadband Home	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	-1.61%	-4.14%
Busy Internet Ghana Limited (Busy)	-4.13%	0.59%	0.95%	-0.75%	-1.93%	-3.15%	-28.61%	36.85%	-1.15%	-0.64%	-1.22%	-8.23%
Surflin Communications Limited (Surflin)	2.29%	3.29%	1.78%	0.61%	-0.61%	-0.11%	0.04%	-0.15%	-1.31%	-1.90%	-1.03%	-1.15%
Telesol Ghana Limited (Telesol)	-0.52%	0.23%	NIL	NIL	39.16%	1.67%	19.71%	0.00%	4.46%	0.00%	0.16%	1.84%
<b>TOTAL MARKET</b>	<b>Jan-21</b>	<b>Feb-21</b>	<b>Mar-21</b>	<b>Apr-21</b>	<b>May-21</b>	<b>Jun-21</b>	<b>Jul-21</b>	<b>Aug-21</b>	<b>Sep-21</b>	<b>Oct-21</b>	<b>Nov-21</b>	<b>Dec-21</b>
MNOs	26,608,137	22,490,361	22,940,740	22,763,483	22,863,132	22,852,415	23,052,260	23,291,729	23,285,176	23,257,274	22,929,285	23,414,527
FNOs	83,765	84,406	85,537	87,347	86,969	90,052	91,844	91,323	92,748	93,210	92,141	113,722
BWAs	50,879	52,278	51,376	53,197	53,478	53,263	51,955	53,551	53,043	52,191	51,673	50,714
<b>TOTAL DATA SUBSCRIPTION</b>	<b>26,742,781</b>	<b>22,627,045</b>	<b>23,077,653</b>	<b>22,904,027</b>	<b>23,003,579</b>	<b>22,995,730</b>	<b>23,196,059</b>	<b>23,436,603</b>	<b>23,430,967</b>	<b>23,402,675</b>	<b>23,073,099</b>	<b>23,578,963</b>
<b>MONTH OVER MONTH GROWTH</b>	<b>0.55%</b>	<b>-15.39%</b>	<b>1.99%</b>	<b>-0.75%</b>	<b>0.43%</b>	<b>-0.03%</b>	<b>0.87%</b>	<b>1.04%</b>	<b>-0.02%</b>	<b>-0.12%</b>	<b>-1.41%</b>	<b>2.19%</b>
<b>POPULATION</b>	<b>Jan-21</b>	<b>Feb-21</b>	<b>Mar-21</b>	<b>Apr-21</b>	<b>May-21</b>	<b>Jun-21</b>	<b>Jul-21</b>	<b>Aug-21</b>	<b>Sep-21</b>	<b>Oct-21</b>	<b>Nov-21</b>	<b>Dec-21</b>
GROWTH RATE	30,984,512	31,046,481	31,108,574	31,170,791	31,233,132	31,295,599	31,358,190	31,420,906	30,792,608	30,792,608	30,792,608	30,792,608
<b>PENETRATION</b>	<b>Jan-21</b>	<b>Feb-21</b>	<b>Mar-21</b>	<b>Apr-21</b>	<b>May-21</b>	<b>Jun-21</b>	<b>Jul-21</b>	<b>Aug-21</b>	<b>Sep-21</b>	<b>Oct-21</b>	<b>Nov-21</b>	<b>Dec-21</b>
MNOs	85.88%	72.44%	73.74%	73.03%	73.20%	73.02%	73.51%	74.13%	75.62%	75.53%	74.46%	76.04%
FNOs	0.27%	0.27%	0.27%	0.28%	0.28%	0.29%	0.29%	0.29%	0.30%	0.30%	0.30%	0.37%
BWAs	0.16%	0.17%	0.17%	0.17%	0.17%	0.17%	0.17%	0.17%	0.17%	0.17%	0.17%	0.16%
<b>TOTAL PENETRATION</b>	<b>86.31%</b>	<b>72.88%</b>	<b>74.18%</b>	<b>73.48%</b>	<b>73.65%</b>	<b>73.48%</b>	<b>73.97%</b>	<b>74.59%</b>	<b>76.09%</b>	<b>76.00%</b>	<b>74.93%</b>	<b>76.57%</b>
<b>MARKET SHARE</b>	<b>Jan-21</b>	<b>Feb-21</b>	<b>Mar-21</b>	<b>Apr-21</b>	<b>May-21</b>	<b>Jun-21</b>	<b>Jul-21</b>	<b>Aug-21</b>	<b>Sep-21</b>	<b>Oct-21</b>	<b>Nov-21</b>	<b>Dec-21</b>

MNOs	99.50%	99.40%	99.41%	99.39%	99.39%	99.38%	99.38%	99.38%	99.38%	99.38%	99.38%	99.30%
FNOs	0.31%	0.37%	0.37%	0.38%	0.38%	0.39%	0.40%	0.39%	0.40%	0.40%	0.40%	0.48%
BWAs	0.19%	0.23%	0.22%	0.23%	0.23%	0.23%	0.22%	0.23%	0.23%	0.22%	0.22%	0.22%
<b>MARKET SHARE FOR MNO DATA OPERATORS</b>	<b>Jan-21</b>	<b>Feb-21</b>	<b>Mar-21</b>	<b>Apr-21</b>	<b>May-21</b>	<b>Jun-21</b>	<b>Jul-21</b>	<b>Aug-21</b>	<b>Sep-21</b>	<b>Oct-21</b>	<b>Nov-21</b>	<b>Dec-21</b>
Airtel Ghana Limited (AirtelTigo)	14.59%	17.06%	16.62%	16.64%	16.63%	16.62%	16.38%	16.14%	16.12%	15.94%	15.90%	15.05%
Ghana Telecommunications Company Limited (Vodafone Ghana)	11.53%	13.81%	13.64%	13.87%	14.17%	14.34%	14.39%	14.47%	14.62%	14.26%	13.68%	14.29%
Glo Mobile Ghana Limited (Glo)	1.29%	1.49%	1.67%	1.67%	1.66%	1.66%	1.68%	1.68%	1.66%	1.66%	1.63%	1.64%
Scancom PLC Ghana Limited (MTN Ghana)	72.58%	67.65%	68.07%	67.82%	67.54%	67.37%	67.56%	67.71%	67.60%	68.14%	68.79%	69.02%
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>
<b>MARKET SHARE PER FIXED OPERATORS</b>	<b>Jan-21</b>	<b>Feb-21</b>	<b>Mar-21</b>	<b>Apr-21</b>	<b>May-21</b>	<b>Jun-21</b>	<b>Jul-21</b>	<b>Aug-21</b>	<b>Sep-21</b>	<b>Oct-21</b>	<b>Nov-21</b>	<b>Dec-21</b>
Airtel Ghana Limited (AirtelTigo)	0.84%	0.84%	0.79%	0.76%	0.76%	0.73%	0.71%	0.52%	0.71%	0.71%	0.72%	0.57%
Ghana Telecommunications Company Limited (Vodafone Ghana)	74.02%	74.10%	73.90%	72.68%	71.94%	72.67%	72.22%	71.16%	70.46%	70.66%	72.31%	58.99%
Scancom PLC Ghana Limited (MTN Ghana)	25.13%	25.06%	25.32%	26.57%	27.30%	26.60%	27.07%	28.32%	28.83%	28.63%	26.97%	40.44%
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>
<b>MARKET SHARE PER BWA OPERATORS</b>	<b>Jan-21</b>	<b>Feb-21</b>	<b>Mar-21</b>	<b>Apr-21</b>	<b>May-21</b>	<b>Jun-21</b>	<b>Jul-21</b>	<b>Aug-21</b>	<b>Sep-21</b>	<b>Oct-21</b>	<b>Nov-21</b>	<b>Dec-21</b>
Blu Telecommunications Limited	0.24%	0.22%	0.23%	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL
Broadband Home	2.08%	2.02%	2.06%	1.99%	1.97%	1.98%	2.03%	1.97%	1.99%	2.02%	2.01%	1.96%
Busy Internet Ghana Limited (Busy)	12.95%	12.68%	13.03%	12.49%	12.18%	11.85%	8.67%	11.51%	11.49%	11.60%	11.57%	10.82%
Surflin Communications Limited (Surflin)	81.34%	81.77%	84.69%	82.29%	81.36%	81.60%	83.69%	81.07%	80.78%	80.54%	80.51%	81.09%
Telesol Ghana Limited (Telesol)	3.38%	3.30%	NIL	3.24%	4.48%	4.57%	5.61%	5.44%	5.74%	5.83%	5.90%	6.12%
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

**Note**

The NIL indicates that no data has been received from these companies

This data does not include ISPs

Effective September, 2021 the Population being used is the provisional results from the GSS Population Census