

MNOs VOICE SUBSCRIPTION ANALYSIS FOR JANUARY-DECEMBER 2021

MOBILE NETWORK OPERATORS (MNOs)	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Airtel Ghana Limited (AirtelTigo)	8,212,307	8,291,501	8,324,512	8,372,954	8,293,500	7,984,134	7,537,514	7,461,031	7,719,165	7,638,384	7,733,727	7,390,278
Ghana Telecommunications Company Limited (Vodafone Ghana)	8,547,524	8,789,835	8,917,137	9,196,381	9,375,559	9,412,253	9,608,090	9,413,261	9,554,809	9,135,273	9,165,202	8,250,436
Glo Mobile Ghana Limited (Glo)	781,920	766,596	784,761	782,063	808,150	814,475	836,198	845,326	885,359	871,058	852,985	847,057
Scancom PLC Ghana Limited (MTN Ghana)	23,551,617	23,235,141	23,392,300	23,425,957	23,417,307	23,504,397	23,527,225	23,449,452	23,618,300	23,598,799	23,561,769	23,966,302
TOTAL MOBILE	41,093,368	41,083,073	41,418,710	41,777,355	41,894,516	41,715,259	41,509,027	41,169,070	41,777,633	41,243,514	41,313,683	40,454,073
MONTH OVER MONTH GROWTH	1.56%	-0.03%	0.82%	0.87%	0.28%	-0.43%	-0.49%	-0.82%	1.48%	-1.28%	0.17%	-2.08%
MONTH OVER MONTH GROWTH PER OPERATOR (MOBILE)	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Airtel Ghana Limited (AirtelTigo)	0.94%	0.96%	0.40%	0.58%	-0.95%	-3.73%	-5.59%	-1.01%	3.46%	-1.05%	1.25%	-4.44%
Ghana Telecommunications Company Limited (Vodafone Ghana)	1.75%	2.83%	1.45%	3.13%	1.95%	0.39%	2.08%	-2.03%	1.50%	-4.39%	0.33%	-9.98%
Glo Mobile Ghana Limited (Glo)	0.10%	-1.96%	2.37%	-0.34%	3.34%	0.78%	2.67%	1.09%	4.74%	-1.62%	-2.07%	-0.69%
Scancom PLC Ghana Limited (MTN Ghana)	1.76%	-1.34%	0.68%	0.14%	-0.04%	0.37%	0.10%	-0.33%	0.72%	-0.08%	-0.16%	1.72%
FIXED NETWORK OPERATORS	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Airtel Ghana Limited (AirtelTigo)	6,247	6,230	3,565	3,565	3,553	3,489	3,431	3,353	3,415	3,555	3,483	3,634
Ghana Telecommunications Company Limited (Vodafone Ghana)	301,683	302,653	303,749	304,634	296,409	307,585	308,466	309,596	309,461	309,177	303,667	307,278
Scancom PLC Ghana Limited (MTN Ghana)	1,507	2,036	2,687	3,560	4,049	4,093	4,131	4,177	4,284	4,337	4,353	4,359
TOTAL FIXED	309,437	310,919	310,001	311,759	304,011	315,167	316,028	317,126	317,160	317,069	311,503	315,271
MONTH OVER MONTH GROWTH	0.57%	0.48%	-0.30%	0.57%	-2.49%	3.67%	0.27%	0.35%	0.01%	-0.03%	-1.76%	1.21%
MONTH OVER MONTH GROWTH PER OPERATOR (FIXED)	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Airtel Ghana Limited (AirtelTigo)	-2.22%	-0.27%	-42.78%	0.00%	-0.34%	-1.80%	-1.66%	-2.27%	1.85%	4.10%	-2.03%	4.34%
Ghana Telecommunications Company Limited (Vodafone Ghana)	0.63%	0.32%	0.36%	0.29%	-2.70%	3.77%	0.29%	0.37%	-0.04%	-0.09%	-1.78%	1.19%
Scancom PLC Ghana Limited (MTN Ghana)	2.03%	35.10%	31.97%	32.49%	13.74%	1.09%	0.93%	1.11%	2.56%	1.24%	0.37%	0.14%
TOTAL MARKET												
MOBILE	41,093,368	41,083,073	41,418,710	41,777,355	41,894,516	41,715,259	41,509,027	41,169,070	41,777,633	41,243,514	41,313,683	40,454,073
FIXED	309,437	310,919	310,001	311,759	304,011	315,167	316,028	317,126	317,160	317,069	311,503	315,271
TOTAL ACCESS LINES	41,402,805	41,393,992	41,728,711	42,089,114	42,198,527	42,030,426	41,825,055	41,486,196	42,094,793	41,560,583	41,625,186	40,769,344
MONTH OVER MONTH GROWTH	1.55%	-0.02%	0.81%	0.86%	0.26%	-0.40%	-0.49%	-0.81%	1.47%	-1.27%	0.16%	-2.06%
POPULATION	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
GROWTH RATE												
PENETRATION	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
MOBILE	132.63%	132.33%	133.14%	134.03%	134.13%	133.29%	132.37%	131.02%	135.67%	133.94%	134.17%	131.38%
FIXED	1.00%	1.00%	1.00%	1.00%	0.97%	1.01%	1.01%	1.01%	1.03%	1.03%	1.01%	1.02%
TOTAL ACCESS LINES	133.62%	133.33%	134.14%	135.03%	135.11%	134.30%	133.38%	132.03%	136.70%	134.97%	135.18%	132.40%
MARKET SHARE	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
MOBILE	99.25%	99.25%	99.26%	99.26%	99.28%	99.25%	99.24%	99.24%	99.25%	99.24%	99.25%	99.23%
FIXED	0.75%	0.75%	0.74%	0.74%	0.72%	0.75%	0.76%	0.76%	0.75%	0.76%	0.75%	0.77%
MARKET SHARE per MOBILE OPERATORS	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Airtel Ghana Limited (AirtelTigo)	19.98%	20.18%	20.10%	20.04%	19.80%	19.14%	18.16%	18.12%	18.48%	18.52%	18.72%	18.27%
Ghana Telecommunications Company Limited (Vodafone Ghana)	20.80%	21.40%	21.53%	22.01%	22.38%	22.56%	23.15%	22.86%	22.87%	22.15%	22.18%	20.39%
Glo Mobile Ghana Limited (Glo)	1.90%	1.87%	1.89%	1.87%	1.93%	1.95%	2.01%	2.05%	2.12%	2.11%	2.06%	2.09%
Scancom PLC Ghana Limited (MTN Ghana)	57.31%	56.56%	56.48%	56.07%	55.90%	56.34%	56.68%	56.96%	56.53%	57.22%	57.03%	59.24%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
MARKET SHARE per FIXED OPERATORS	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Airtel Ghana Limited (AirtelTigo)	2.02%	2.00%	1.15%	1.14%	1.17%	1.11%	1.09%	1.06%	1.08%	1.12%	1.12%	1.15%
Ghana Telecommunications Company Limited (Vodafone Ghana)	97.49%	97.34%	97.98%	97.71%	97.50%	97.61%	97.61%	97.63%	97.57%	97.51%	97.48%	97.46%
Scancom PLC Ghana Limited (MTN Ghana)	0.49%	0.65%	0.87%	1.14%	1.33%	1.30%	1.31%	1.32%	1.35%	1.37%	1.40%	1.38%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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