

INDUSTRY MARKET STATISTICS

DATA SUBSCRIPTION ANALYSIS FOR JANUARY TO JUNE 2022

MOBILE NETWORK DATA OPERATORS (MNOs)	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
Airtel Ghana Limited (AirtelTigo)	3,497,303	3,443,906	3,365,455	3,283,160	3,209,622	3,132,519
Ghana Telecommunications Company Limited (Vodafone Ghana)	3,299,077	3,272,916	3,072,144	3,007,411	2,966,527	3,187,243
Glo Mobile Ghana Limited (Glo)	371,952	359,627	335,470	324,687	290,588	244,109
Scancom PLC Ghana Limited (MTN Ghana)	16,514,507	16,389,640	16,919,512	17,053,206	17,151,093	17,013,730
TOTAL MOBILE	23,682,839	23,466,089	23,692,581	23,668,464	23,617,830	23,577,601
MONTH OVER MONTH GROWTH	1.15%	-0.92%	0.97%	-0.10%	-0.21%	-0.17%
MONTH OVER MONTH GROWTH PER OPERATOR (MOBILE)	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
Airtel Ghana Limited (AirtelTigo)	-0.76%	-1.53%	-2.28%	-2.45%	-2.24%	-2.40%
Ghana Telecommunications Company Limited (Vodafone Ghana)	-1.41%	-0.79%	-6.13%	-2.11%	-1.36%	7.44%
Glo Mobile Ghana Limited (Glo)	-3.25%	-3.31%	-6.72%	-3.21%	-10.50%	-15.99%
Scancom PLC Ghana Limited (MTN Ghana)	2.19%	-0.76%	3.23%	0.79%	0.57%	-0.80%
FIXED NETWORK DATA OPERATORS (FNOs)	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
Airtel Ghana Limited (AirtelTigo)	647	652	659	643	655	644
Ghana Telecommunications Company Limited (Vodafone Ghana)	67,138	68,519	69,163	69,037	70,015	69,758
Scancom PLC Ghana Limited (MTN Ghana)	24,968	23,458	32,923	37,523	27,606	27,595
TOTAL FIXED	92,753	92,629	102,745	107,203	98,276	97,997
MONTH OVER MONTH GROWTH	-18.44%	-0.13%	10.92%	4.34%	-8.33%	-0.28%
MONTH OVER MONTH GROWTH PER OPERATOR (FIXED)	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
Airtel Ghana Limited (AirtelTigo)	-0.31%	0.77%	1.07%	-2.43%	1.87%	-1.68%
Ghana Telecommunications Company Limited (Vodafone Ghana)	0.08%	2.06%	0.94%	-0.18%	1.42%	-0.37%
Scancom PLC Ghana Limited (MTN Ghana)	-45.71%	-6.05%	40.35%	13.97%	-26.43%	-0.04%
BROADBAND WIRELESS ACCESS OPERATORS (BWAs)	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
Blu Telecommuncations Limited	NIL	NIL	NIL	NIL	NIL	NIL
Broadband Home	848	841	772	770	769	768
Busy Internet Ghana Limited (Busy)	5,393	5,292	5,383	4,552	5,691	6,481
Surflin Communications Limited (Surflin)	40,347	40,405	39,538	38,738	38,062	37,519
Telesol Ghana Limited (Telesol)	3,181	3,336	3,208	3,184	3,249	3,216
TOTAL BWA	49,769	49,874	48,901	47,244	47,771	47,984
MONTH OVER MONTH GROWTH	-1.86%	0.21%	-1.95%	-3.39%	1.12%	0.45%

MONTH ON MONTH GROWTH PER OPERATOR(BWA)	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
Blu Telecommunications Limited	NIL	NIL	NIL	NIL	NIL	NIL
Broadband Home	-14.86%	-0.83%	-8.20%	-0.26%	-0.13%	-0.13%
Busy Internet Ghana Limited (Busy)	-1.75%	-1.87%	1.72%	-15.44%	25.02%	13.88%
Surfline Communications Limited (Surfline)	-1.89%	0.14%	-2.15%	-2.02%	-1.75%	-1.43%
Telesol Ghana Limited (Telesol)	2.41%	4.87%	-3.84%	-0.75%	2.04%	-1.02%
TOTAL MARKET						
MNOs	23,682,839	23,466,089	23,692,581	23,668,464	23,617,830	23,577,601
FNOs	92,753	92,629	102,745	107,203	98,276	97,997
BWAs	49,769	49,874	48,901	47,244	47,771	47,984
TOTAL DATA SUBSCRIPTION	23,825,361	23,608,592	23,844,227	23,822,911	23,763,877	23,723,582
MONTH OVER MONTH GROWTH	1.04%	-0.91%	1.00%	-0.09%	-0.25%	-0.17%
POPULATION	30,792,608	30,792,608	30,792,608	30,792,608	30,792,608	31,439,251
GROWTH RATE						
PENETRATION	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
MNOs	76.91%	76.21%	76.94%	76.86%	76.70%	74.99%
FNOs	0.30%	0.30%	0.33%	0.35%	0.32%	0.31%
BWAs	0.16%	0.16%	0.16%	0.15%	0.16%	0.15%
TOTAL PENETRATION	77.37%	76.67%	77.43%	77.37%	77.17%	75.46%
MARKET SHARE						
MNOs	99.40%	99.40%	99.36%	99.35%	99.39%	99.38%
FNOs	0.39%	0.39%	0.43%	0.45%	0.41%	0.41%
BWAs	0.21%	0.21%	0.21%	0.20%	0.20%	0.20%
MARKET SHARE FOR MNO DATA OPERATORS	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
Airtel Ghana Limited (AirtelTigo)	14.77%	14.68%	14.20%	13.87%	13.59%	13.29%
Ghana Telecommunications Company Limited (Vodafone Ghana)	13.93%	13.95%	12.97%	12.71%	12.56%	13.52%
Glo Mobile Ghana Limited (Glo)	1.57%	1.53%	1.42%	1.37%	1.23%	1.04%
Scancom PLC Ghana Limited (MTN Ghana)	69.73%	69.84%	71.41%	72.05%	72.62%	72.16%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
MARKET SHARE PER FIXED OPERATORS	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
Airtel Ghana Limited (AirtelTigo)	0.70%	0.70%	0.64%	0.60%	0.67%	0.66%

Ghana Telecommunications Company Limited (Vodafone Ghana)	72.38%	73.97%	67.32%	64.40%	71.24%	71.18%
Scancom PLC Ghana Limited (MTN Ghana)	26.92%	25.32%	32.04%	35.00%	28.09%	28.16%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
MARKET SHARE PER BWA OPERATORS	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
Blu Telecommunications Limited	NIL	NIL	NIL	NIL	NIL	NIL
Broadband Home	1.70%	1.69%	1.58%	1.63%	1.61%	1.60%
Busy Internet Ghana Limited (Busy)	10.84%	10.61%	11.01%	9.64%	11.91%	13.51%
Surflin Communications Limited (Surflin)	81.07%	81.01%	80.85%	82.00%	79.68%	78.19%
Telesol Ghana Limited (Telesol)	6.39%	6.69%	6.56%	6.74%	6.80%	6.70%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Note

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

This data does not include ISPs

Population being used is the June 2022 results from the GSS Population Census