

INDUSTRY MARKET STATISTICS

DATA SUBSCRIPTION ANALYSIS FOR JANUARY 2022 TO DECEMBER 2022

| MOBILE NETWORK DATA OPERATORS (MNOs) | Jan-22 | Feb-22 | Mar-22 | Apr-22 | May-22 | Jun-22 | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Dec-22 |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Airtel Ghana Limited (AirtelTigo) | 3,497,303 | 3,443,906 | 3,365,455 | 3,283,160 | 3,209,622 | 3,132,519 | 3,047,787 | 2,980,259 | 2,923,917 | 2,917,757 | 2,873,180 | 2,730,454 |
| Ghana Telecommunications Company Limited (Vodafone Ghana) | 3,299,077 | 3,272,916 | 3,072,144 | 3,007,411 | 2,966,527 | 3,187,243 | 3,309,923 | 3,359,467 | 3,407,043 | 3,318,432 | 3,288,658 | 3,210,797 |
| Glo Mobile Ghana Limited (Glo) | 371,952 | 359,627 | 335,470 | 324,687 | 290,588 | 244,109 | 217,679 | 203,361 | 188,274 | 160,627 | | |
| Scancom PLC Ghana Limited (MTN Ghana) | 16,514,507 | 16,389,640 | 16,919,512 | 17,053,206 | 17,151,093 | 17,013,730 | 17,479,457 | 17,613,524 | 17,848,728 | 17,859,587 | 17,659,162 | 16,744,370 |
| TOTAL MOBILE | 23,682,839 | 23,466,089 | 23,692,581 | 23,668,464 | 23,617,830 | 23,577,601 | 24,054,846 | 24,156,611 | 24,367,962 | ##### | 23,821,000 | 22,685,621 |
| MONTH OVER MONTH GROWTH | 1.15% | -0.92% | 0.97% | -0.10% | -0.21% | -0.17% | 2.02% | 0.42% | 0.87% | -0.46% | -1.80% | -4.77% |
| MONTH OVER MONTH GROWTH PER OPERATOR (MOBILE) | Jan-22 | Feb-22 | Mar-22 | Apr-22 | May-22 | Jun-22 | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Dec-22 |
| Airtel Ghana Limited (AirtelTigo) | -0.76% | -1.53% | -2.28% | -2.45% | -2.24% | -2.40% | -2.70% | -2.22% | -1.89% | -0.21% | -1.53% | -4.97% |
| Ghana Telecommunications Company Limited (Vodafone Ghana) | -1.41% | -0.79% | -6.13% | -2.11% | -1.36% | 7.44% | 3.85% | 1.50% | 1.42% | -2.60% | -0.90% | -2.37% |
| Glo Mobile Ghana Limited (Glo) | -3.25% | -3.31% | -6.72% | -3.21% | -10.50% | -15.99% | -10.83% | -6.58% | -7.42% | -14.68% | -100.00% | #DIV/0! |
| Scancom PLC Ghana Limited (MTN Ghana) | 2.19% | -0.76% | 3.23% | 0.79% | 0.57% | -0.80% | 2.74% | 0.77% | 1.34% | 0.06% | -1.12% | -5.18% |
| FIXED NETWORK DATA OPERATORS (FNOs) | Jan-22 | Feb-22 | Mar-22 | Apr-22 | May-22 | Jun-22 | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Dec-22 |
| Airtel Ghana Limited (AirtelTigo) | 647 | 652 | 659 | 643 | 655 | 644 | 639 | 633 | 635 | 633 | 603 | 726 |
| Ghana Telecommunications Company Limited (Vodafone Ghana) | 67,138 | 68,519 | 69,163 | 69,037 | 70,015 | 69,758 | 70,401 | 71,214 | 72,547 | 73,312 | 73,992 | 75,078 |
| Scancom PLC Ghana Limited (MTN Ghana) | 24,968 | 23,458 | 32,923 | 37,523 | 27,606 | 27,595 | 27,820 | 25,855 | 25,412 | 26,268 | 26,537 | 27,148 |
| TOTAL FIXED | 92,753 | 92,629 | 102,745 | 107,203 | 98,276 | 97,997 | 98,860 | 97,702 | 98,594 | 100,213 | 101,132 | 102,952 |
| MONTH OVER MONTH GROWTH | -18.44% | -0.13% | 10.92% | 4.34% | -8.33% | -0.28% | 0.88% | -1.17% | 0.91% | 1.64% | 0.92% | 1.80% |
| MONTH OVER MONTH GROWTH PER OPERATOR (FIXED) | Jan-22 | Feb-22 | Mar-22 | Apr-22 | May-22 | Jun-22 | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Dec-22 |
| Airtel Ghana Limited (AirtelTigo) | -0.31% | 0.77% | 1.07% | -2.43% | 1.87% | -1.68% | -0.78% | -0.94% | 0.32% | -0.31% | -4.74% | 20.40% |
| Ghana Telecommunications Company Limited (Vodafone Ghana) | 0.08% | 2.06% | 0.94% | -0.18% | 1.42% | -0.37% | 0.92% | 1.15% | 1.87% | 1.05% | 0.93% | 1.47% |
| Scancom PLC Ghana Limited (MTN Ghana) | -45.71% | -6.05% | 40.35% | 13.97% | -26.43% | -0.04% | 0.82% | -7.06% | -1.71% | 3.37% | 1.02% | 2.30% |
| BROADBAND WIRELESS ACCESS OPERATORS (BWAs) | Jan-22 | Feb-22 | Mar-22 | Apr-22 | May-22 | Jun-22 | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Dec-22 |
| Blu Telecommunications Limited | NIL | NIL | NIL | NIL | NIL | NIL | NIL | NIL | NIL | NIL | NIL | NIL |
| Broadband Home | 848 | 841 | 772 | 770 | 769 | 768 | 734 | 731 | 716 | 485 | 389 | 292 |
| Busy Internet Ghana Limited (Busy) | 5,393 | 5,292 | 5,383 | 4,552 | 5,691 | 6,481 | 7,144 | 6,915 | 6,174 | | | |
| Surflife Communications Limited (Surflife) | 40,347 | 40,405 | 39,538 | 38,738 | 38,062 | 37,519 | 36,858 | 36,965 | 36,510 | 36,365 | 37,691 | 35,796 |
| Telesol Ghana Limited (Telesol) | 3,181 | 3,336 | 3,208 | 3,184 | 3,249 | 3,216 | 3,332 | 3,330 | NIL | NIL | 1,972 | 1,985 |
| TOTAL BWA | 49,769 | 49,874 | 48,901 | 47,244 | 47,771 | 47,984 | 48,068 | 47,941 | 43,400 | 36,850 | 40,052 | 38,073 |
| MONTH OVER MONTH GROWTH | -1.86% | 0.21% | -1.95% | -3.39% | 1.12% | 0.45% | 0.18% | -0.26% | -9.47% | -15.09% | 8.69% | -4.94% |
| MONTH ON MONTH GROWTH PER OPERATOR (BWA) | Jan-22 | Feb-22 | Mar-22 | Apr-22 | May-22 | Jun-22 | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Dec-22 |
| Blu Telecommunications Limited | NIL | NIL | NIL | NIL | NIL | NIL | NIL | NIL | NIL | NIL | NIL | NIL |
| Broadband Home | -14.86% | -0.83% | -8.20% | -0.26% | -0.13% | -0.13% | -4.43% | -0.41% | -2.05% | -32.26% | -19.79% | -24.94% |
| Busy Internet Ghana Limited (Busy) | -1.75% | -1.87% | 1.72% | -15.44% | 25.02% | 13.88% | 10.23% | -3.21% | -10.72% | -100.00% | #DIV/0! | #DIV/0! |
| Surflife Communications Limited (Surflife) | -1.89% | 0.14% | -2.15% | -2.02% | -1.75% | -1.43% | -1.76% | 0.29% | -1.23% | -0.40% | 3.65% | -5.03% |
| Telesol Ghana Limited (Telesol) | 2.41% | 4.87% | -3.84% | -0.75% | 2.04% | -1.02% | 3.61% | -0.06% | NIL | NIL | NIL | NIL |
| TOTAL MARKET | | | | | | | | | | | | |
| MNOs | 23,682,839 | 23,466,089 | 23,692,581 | 23,668,464 | 23,617,830 | 23,577,601 | 24,054,846 | 24,156,611 | 24,367,962 | 24,256,403 | 23,821,000 | 22,685,621 |
| FNOs | 92,753 | 92,629 | 102,745 | 107,203 | 98,276 | 97,997 | 98,860 | 97,702 | 98,594 | 100,213 | 101,132 | 102,952 |
| BWAs | 49,769 | 49,874 | 48,901 | 47,244 | 47,771 | 47,984 | 48,068 | 47,941 | 43,400 | 36,850 | 40,052 | 38,073 |
| TOTAL DATA SUBSCRIPTION | 23,825,361 | 23,608,592 | 23,844,227 | 23,822,911 | 23,763,877 | 23,723,582 | 24,201,774 | 24,302,254 | 24,509,956 | 24,393,466 | 23,962,184 | 22,826,646 |
| MONTH OVER MONTH GROWTH | 1.04% | -0.91% | 1.00% | -0.09% | -0.25% | -0.17% | 2.02% | 0.42% | 0.85% | -0.48% | -1.77% | -4.74% |
| POPULATION | 30,792,608 | 30,792,608 | 30,792,608 | 30,792,608 | 30,792,608 | 31,439,251 | 31,494,270 | 31,549,289 | 31,604,308 | 31,659,327 | 31,714,346 | 31,769,365 |
| GROWTH RATE | | | | | | | | | | | | |
| PENETRATION | Jan-22 | Feb-22 | Mar-22 | Apr-22 | May-22 | Jun-22 | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Dec-22 |
| MNOs | 76.91% | 76.21% | 76.94% | 76.86% | 76.70% | 74.99% | 76.38% | 76.57% | 77.10% | 76.62% | 75.11% | 71.41% |
| FNOs | 0.30% | 0.30% | 0.33% | 0.35% | 0.32% | 0.31% | 0.31% | 0.31% | 0.31% | 0.32% | 0.32% | 0.32% |

| | | | | | | | | | | | | |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| BWAs | 0.16% | 0.16% | 0.16% | 0.15% | 0.16% | 0.15% | 0.15% | 0.15% | 0.14% | 0.12% | 0.13% | 0.12% |
| TOTAL PENETRATION | 77.37% | 76.67% | 77.43% | 77.37% | 77.17% | 75.46% | 76.85% | 77.03% | 77.55% | 77.05% | 75.56% | 71.85% |
| MARKET SHARE | | | | | | | | | | | | |
| MNOs | 99.40% | 99.40% | 99.36% | 99.35% | 99.39% | 99.38% | 99.39% | 99.40% | 99.42% | 99.44% | 99.41% | 99.38% |
| FNOs | 0.39% | 0.39% | 0.43% | 0.45% | 0.41% | 0.41% | 0.41% | 0.40% | 0.40% | 0.41% | 0.42% | 0.45% |
| BWAs | 0.21% | 0.21% | 0.21% | 0.20% | 0.20% | 0.20% | 0.20% | 0.20% | 0.18% | 0.15% | 0.17% | 0.17% |
| MARKET SHARE FOR MNO DATA OPERATORS | Jan-22 | Feb-22 | Mar-22 | Apr-22 | May-22 | Jun-22 | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Dec-22 |
| Airtel Ghana Limited (AirtelTigo) | 14.77% | 14.68% | 14.20% | 13.87% | 13.59% | 13.29% | 12.67% | 12.34% | 12.00% | 12.03% | 12.06% | 12.04% |
| Ghana Telecommunications Company Limited (Vodafone Ghana) | 13.93% | 13.95% | 12.97% | 12.71% | 12.56% | 13.52% | 13.76% | 13.91% | 13.98% | 13.68% | 13.81% | 14.15% |
| Glo Mobile Ghana Limited (Glo) | 1.57% | 1.53% | 1.42% | 1.37% | 1.23% | 1.04% | 0.90% | 0.84% | 0.77% | 0.66% | 0.00% | 0.00% |
| Scancom PLC Ghana Limited (MTN Ghana) | 69.73% | 69.84% | 71.41% | 72.05% | 72.62% | 72.16% | 72.67% | 72.91% | 73.25% | 73.63% | 74.13% | 73.81% |
| 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-22 | Feb-22 | Mar-22 | Apr-22 | May-22 | Jun-22 | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Dec-22 |
| Airtel Ghana Limited (AirtelTigo) | 0.70% | 0.70% | 0.64% | 0.60% | 0.67% | 0.66% | 0.65% | 0.65% | 0.64% | 0.63% | 0.60% | 0.71% |
| Ghana Telecommunications Company Limited (Vodafone Ghana) | 72.38% | 73.97% | 67.32% | 64.40% | 71.24% | 71.18% | 71.21% | 72.89% | 73.58% | 73.16% | 73.16% | 72.93% |
| Scancom PLC Ghana Limited (MTN Ghana) | 26.92% | 25.32% | 32.04% | 35.00% | 28.09% | 28.16% | 28.14% | 26.46% | 25.77% | 26.21% | 26.24% | 26.37% |
| 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 BWA OPERATORS | Jan-22 | Feb-22 | Mar-22 | Apr-22 | May-22 | Jun-22 | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Dec-22 |
| Blu Telecommunications Limited | NIL | NIL | NIL | NIL | NIL | NIL | NIL | NIL | NIL | NIL | NIL | NIL |
| Broadband Home | 1.70% | 1.69% | 1.58% | 1.63% | 1.61% | 1.60% | 1.53% | 1.52% | 1.65% | 1.32% | 0.97% | 0.77% |
| Busy Internet Ghana Limited (Busy) | 10.84% | 10.61% | 11.01% | 9.64% | 11.91% | 13.51% | 14.86% | 14.42% | 14.23% | 0.00% | 0.00% | 0.00% |
| Surflite Communications Limited (Surflite) | 81.07% | 81.01% | 80.85% | 82.00% | 79.68% | 78.19% | 76.68% | 77.11% | 84.12% | 98.68% | 94.11% | 94.02% |
| Telesol Ghana Limited (Telesol) | 6.39% | 6.69% | 6.56% | 6.74% | 6.80% | 6.70% | 6.93% | 6.95% | NIL | NIL | 4.92% | 5.21% |
| 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

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