

INDUSTRY MARKET STATISTICS

DATA SUBSCRIPTION ANALYSIS FOR DECEMBER 2022 TO JANUARY 2023

MOBILE NETWORK DATA OPERATORS (MNOs)	Dec-22	Jan-23
Airtel Ghana Limited (AirtelTigo)	2,730,454	2,604,540
Ghana Telecommunications Company Limited (Vodafone Ghana)	3,210,797	3,003,070
Glo Mobile Ghana Limited (Glo)		
Scancom PLC Ghana Limited (MTN Ghana)	16,744,370	17,148,605
TOTAL MOBILE	22,685,621	22,756,215
MONTH OVER MONTH GROWTH	-4.77%	0.31%
MONTH OVER MONTH GROWTH PER OPERATOR (MOBILE)	Dec-22	Jan-23
Airtel Ghana Limited (AirtelTigo)	-4.97%	-4.61%
Ghana Telecommunications Company Limited (Vodafone Ghana)	-2.37%	-6.47%
Glo Mobile Ghana Limited (Glo)		
Scancom PLC Ghana Limited (MTN Ghana)	-5.18%	2.41%
FIXED NETWORK DATA OPERATORS (FNOs)	Dec-22	Jan-23
Airtel Ghana Limited (AirtelTigo)	726	568
Ghana Telecommunications Company Limited (Vodafone Ghana)	75,078	75,687
Scancom PLC Ghana Limited (MTN Ghana)	27,148	27,512
TOTAL FIXED	102,952	103,767
MONTH OVER MONTH GROWTH	1.80%	0.79%
MONTH OVER MONTH GROWTH PER OPERATOR (FIXED)	Dec-22	Jan-23
Airtel Ghana Limited (AirtelTigo)	20.40%	-21.76%
Ghana Telecommunications Company Limited (Vodafone Ghana)	1.47%	0.81%
Scancom PLC Ghana Limited (MTN Ghana)	2.30%	1.34%
BROADBAND WIRELESS ACCESS OPERATORS (BWAs)	Dec-22	Jan-23
Blu Telecommunications Limited		
Broadband Home	292	
Busy Internet Ghana Limited (Busy)		
Surflin Communications Limited (Surflin)	35,796	35,796
Telesol Ghana Limited (Telesol)	1,985	
TOTAL BWA	38,073	35,796
MONTH OVER MONTH GROWTH	-4.94%	-5.98%
MONTH ON MONTH GROWTH PER OPERATOR(BWA)	Dec-22	Jan-23
Blu Telecommunications Limited	NIL	NIL
Broadband Home	-24.94%	-100.00%
Busy Internet Ghana Limited (Busy)	#DIV/0!	#DIV/0!
Surflin Communications Limited (Surflin)	-5.03%	0.00%
Telesol Ghana Limited (Telesol)	NIL	NIL
TOTAL MARKET		
MNOs	22,685,621	22,756,215
FNOs	102,952	103,767
BWAs	38,073	35,796
TOTAL DATA SUBSCRIPTION	22,826,646	22,895,778
MONTH OVER MONTH GROWTH	-4.74%	0.30%

POPULATION	31,769,365	31,824,384
GROWTH RATE		
PENETRATION	Dec-22	Jan-23
MNOs	71.41%	71.51%
FNOs	0.32%	0.33%
BWAs	0.12%	0.11%
TOTAL PENETRATION	71.85%	71.94%
MARKET SHARE		
MNOs	99.38%	99.39%
FNOs	0.45%	0.45%
BWAs	0.17%	0.16%
MARKET SHARE FOR MNO DATA OPERATORS	Dec-22	Jan-23
Airtel Ghana Limited (AirtelTigo)	12.04%	11.45%
Ghana Telecommunications Company Limited (Vodafone Ghana)	14.15%	13.20%
Glo Mobile Ghana Limited (Glo)	0.00%	0.00%
Scancom PLC Ghana Limited (MTN Ghana)	73.81%	75.36%
TOTAL	100.00%	100.00%
MARKET SHARE PER FIXED OPERATORS	Dec-22	Jan-23
Airtel Ghana Limited (AirtelTigo)	0.71%	0.55%
Ghana Telecommunications Company Limited (Vodafone Ghana)	72.93%	72.94%
Scancom PLC Ghana Limited (MTN Ghana)	26.37%	26.51%
TOTAL	100.00%	100.00%
MARKET SHARE PER BWA OPERATORS	Dec-22	Jan-23
Blu Telecommunications Limited	NIL	NIL
Broadband Home	0.77%	0.00%
Busy Internet Ghana Limited (Busy)	0.00%	0.00%
Surflin Communications Limited (Surflin)	94.02%	100.00%
Telesol Ghana Limited (Telesol)	5.21%	0.00%
TOTAL	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