

INDUSTRY MARKET STATISTICS

DATA SUBSCRIPTION ANALYSIS FOR JANUARY 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	24,256,403	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		
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			
Surflin Communications Limited (Surflin)	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		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!
Surflin Communications Limited (Surflin)	-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