

INDUSTRY MARKET STATISTICS

MOBILE NETWORK OPERATORS (MNOS) DATA SUBSCRIPTION ANALYSIS FOR JANUARY TO DECEMBER 2024

MOBILE NETWORK DATA OPERATORS (MNOs)	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
Airtel Ghana Limited (AirtelTigo)	1,210,156	1,458,524	1,629,526	1,664,891	1,691,720	1,637,270	1,609,444	1,600,596	1,603,100	1,623,822	1,623,999	1,609,235
Telecel (Formerly Vodafone Ghana)	3,063,868	3,130,447	3,120,886	3,124,768	3,119,688	3,181,152	3,301,104	3,467,123	3,645,955	3,776,295	3,863,804	3,892,046
Scancom PLC Ghana Limited	18,973,091	18,760,199	19,601,366	19,779,359	20,020,650	19,890,327	20,095,630	20,203,321	20,311,829	20,418,251	20,282,122	20,626,311
TOTAL MOBILE	23,247,115	23,349,170	24,351,778	24,569,018	24,832,058	24,708,749	25,006,178	25,271,040	25,560,884	25,818,368	25,769,925	26,127,592
MONTH OVER MONTH GROWTH		0.44%	4.29%	1.07%	0.89%	-0.50%	1.20%	1.06%	1.15%	1.01%	-0.19%	1.39%

MONTH OVER MONTH GROWTH PER OPERATOR (MOBILE)	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
Airtel Ghana Limited (AirtelTigo)	-17.42%	20.52%	11.72%	2.17%	1.61%	-3.22%	-1.70%	-0.55%	0.16%	1.29%	0.01%	-0.91%
Tecelcel	-0.08%	2.17%	-0.31%	0.12%	-0.16%	1.97%	3.77%	5.03%	5.16%	3.57%	2.32%	0.73%
Scancom PLC Ghana Limited	1.59%	-1.12%	4.48%	0.91%	1.22%	-0.65%	1.03%	0.54%	0.54%	0.52%	-0.67%	1.70%

FIXED NETWORK DATA OPERATORS	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
Airtel Ghana Limited (AirtelTigo)	287	350	400	405	415	405	380	379	386	388	392	394
Telcel (Formerly Vodafone Ghana)	80,851	81,593	80,788	79,966	80,308	79,564	78,779	80,613	81,468	82,027	90,575	84,307
Scancom PLC Ghana Limited	36,609	36,605	37,696	37,681	38,160	38,555	39,315	40,653	41,116	41,566	35,505	42,041
TOTAL FIXED VOICE SUBSCRIPTIONS	117,747	118,548	118,884	118,052	118,883	118,524	118,474	121,645	122,970	123,981	126,472	126,742
MONTH OVER MONTH GROWTH		0.68%	0.28%	-0.70%	0.70%	-0.30%	-0.04%	2.68%	1.09%	0.82%	2.01%	0.21%

MONTH OVER MONTH GROWTH PER OPERATOR (FIXED)	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
Airtel Ghana Limited (AirtelTigo)	-17.50%	21.95%	14.29%	1.25%	2.47%	-2.41%	-6.17%	-0.26%	1.85%	0.52%	1.03%	0.51%
Telecel (Formerly Vodafone Ghana)	0.48%	0.92%	-0.99%	-1.02%	0.43%	-0.93%	-0.99%	2.33%	1.06%	0.69%	10.42%	-6.92%
Scancom PLC Ghana Limited	1.56%	-0.01%	2.98%	-0.04%	1.27%	1.04%	1.97%	3.40%	1.14%	1.09%	-14.58%	18.41%

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MONTH OVER MONTH GROWTH PER OPERATOR (BWA)	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
Telesol	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.61%	0.00%	0.00%	0.00%	0.00%	0.00%

TOTAL MARKET														
MOBILE (MNOs)	23,247,115	23,349,170	24,351,778	24,569,018	24,832,058	24,708,749	25,006,178	25,271,040	25,560,884	25,818,368	25,769,925	26,127,592		
FIXED (FNOs)	117,747	118,548	118,884	118,052	118,883	118,524	118,474	121,645	122,970	123,981	126,472	126,742		
BWAs	1,431		1,431	1,431	1,431	1,431	1,454	1,454	1,454	1,454	1,454	1,454		
TOTAL DATA SUBSCRIPTIONS	23,366,293	23,467,718	24,470,662	24,687,070	24,950,941	24,827,273	25,124,652	25,392,685	25,683,854	25,942,349	25,896,397	26,254,334		
MONTH OVER MONTH GROWTH		0.43%	4.27%	0.88%	1.07%	-0.50%	1.20%	1.07%	1.15%	1.01%	-0.18%	1.38%		

POPULATION														
GRWOTH RATE	32,484,606	32,539,625	32,594,643	32,649,662	32,704,681	32,759,699		32,814,718	32,869,737	32,924,755	32,979,774	33,034,793	33,089,811	
PENETRATION	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24		
MOBILE	71.56%	71.76%	74.71%	75.25%	75.93%	75.42%	76.20%	76.88%	77.63%	78.29%	78.01%	78.96%		
FIXED	0.36%	0.36%	0.36%	0.36%	0.36%	0.36%	0.36%	0.37%	0.37%	0.38%	0.38%	0.38%		
BWA	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
TOTAL DATA PENETRATION	71.93%	72.12%	75.08%	75.61%	76.29%	75.79%	76.57%	77.25%	78.01%	78.66%	78.39%	79.34%		

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