

INDUSTRY MARKET STATISTICS

MOBILE NETWORK OPERATORS (MNOS) DATA SUBSCRIPTION ANALYSIS FOR JANUARY TO APRIL 2025

MOBILE NETWORK DATA OPERATORS (MNOS)	Jan-25	Feb-25	Mar-25	Apr-25
Airtel Ghana Limited (AirtelTigo)	1,602,482	1,609,022	1,614,387	1,621,255
Telecel (Formerly Vodafone Ghana)	3,922,328	3,976,378	3,983,835	4,031,038
Scancom PLC Ghana Limited	20,694,172	20,613,654	21,118,921	21,112,593
TOTAL MOBILE	26,218,982	26,199,054	26,717,143	26,764,886
MONTH OVER MONTH GROWTH	0.35%	-0.08%	1.98%	0.18%

MONTH OVER MONTH GROWTH PER OPERATOR (MOBILE)	Jan-25	Feb-25	Mar-25	Apr-25
Airtel Ghana Limited (AirtelTigo)	-0.42%	0.41%	0.33%	0.43%
Telecel	0.78%	1.38%	0.19%	1.18%
Scancom PLC Ghana Limited	0.33%	-0.39%	2.45%	-0.03%

FIXED NETWORK DATA OPERATORS	Jan-25	Feb-25	Mar-25	Apr-25
Airtel Ghana Limited (AirtelTigo)	426	513	363	369
Telecel (Formerly Vodafone Ghana)	85,110	85,987	85,284	87,331
Scancom PLC Ghana Limited	43,906	45,693	48,225	50,701
TOTAL FIXED VOICE SUBSCRIPTIONS	129,442	132,193	133,872	138,401
MONTH OVER MONTH GROWTH	2.13%	2.13%	1.27%	3.38%

MONTH OVER MONTH GROWTH PER OPERATOR (FIXED)	Jan-25	Feb-25	Mar-25	Apr-25
Airtel Ghana Limited (AirtelTigo)	0.33%	20.42%	-29.24%	1.65%
Telecel (Formerly Vodafone Ghana)	0.95%	1.03%	-0.82%	2.40%
Scancom PLC Ghana Limited	4.44%	4.07%	5.54%	5.13%

BROADBAND WIRELESS ACCESS OPERATORS (BWAs)	Jan-25	Feb-25	Mar-25	Apr-25
Telesol	1,454	1,454	1,454	1,454
TOTAL BWA	1,454	1,454	1,454	1,454
MONTH OVER MONTH GROWTH				

MONTH OVER MONTH GROWTH PER OPERATOR (BWA)	Jan-25	Feb-25	Mar-25	Apr-25
Telesol	0.00%	0.00%	0.00%	0.00%

TOTAL MARKET				
MOBILE (MNOS)	26,218,982	26,199,054	26,717,143	26,764,886
FIXED (FNOS)	129,442	132,193	133,872	138,401
BWAs	1,454	1,454	1,454	1,454
TOTAL DATA SUBSCRIPTIONS	26,349,878	26,331,247	26,851,015	26,903,287
MONTH OVER MONTH GROWTH	0.36%	-0.07%	1.97%	0.19%

POPULATION	33,144,830	33,199,849	33,254,867	33,309,886
GRWOTH RATE				

PENETRATION	Jan-25	Feb-25	Mar-25	Apr-25
MOBILE	79.10%	78.91%	80.34%	80.35%
FIXED	0.39%	0.40%	0.40%	0.42%
BWA	0.00%	0.00%	0.00%	0.00%
TOTAL DATA PENETRATION	79.50%	79.31%	80.74%	80.77%

MARKET SHARE				
MOBILE	99.50%	99.50%	99.50%	99.49%
FIXED	0.49%	0.50%	0.50%	0.51%
BWA	0.006%	0.006%	0.005%	0.005%

MARKET SHARE per MOBILE OPERATORS	Jan-25	Feb-25	Mar-25	Apr-25
Airtel Ghana Limited (AirtelTigo)	6.11%	6.14%	6.04%	6.06%
Telecel (Formerly Vodafone Ghana)	14.96%	15.18%	14.91%	15.06%
Scancom PLC Ghana Limited	78.93%	78.68%	79.05%	78.88%
TOTAL	100.00%	100.00%	100.00%	100.00%

MARKET SHARE per MOBILE OPERATORS	Jan-25	Feb-25	Mar-25	Apr-25
Airtel Ghana Limited (AirtelTigo)	0.33%	0.39%	0.27%	0.27%
Telecel (Formerly Vodafone Ghana)	65.75%	65.05%	63.71%	63.10%
Scancom PLC Ghana Limited	33.92%	34.57%	36.02%	36.63%
TOTAL	100.00%	100.00%	100.00%	100.00%

MARKET SHARE per BWA OPERATORS	Jan-25	Feb-25	Mar-25	Apr-25
Telesol	100.00%	100.00%	100.00%	100.00%
TOTAL	100.00%	100.00%	100.00%	100.00%