

INDUSTRY MARKET STATISTICS

MOBILE NETWORK OPERATORS (MNOS) VOICE SUBSCRIPTION ANALYSIS FOR JANUARY TO DECEMBER 2023

MOBILE NETWORK OPERATORS (MNOs)	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
Airtel Ghana Limited (AirtelTigo)	5,775,837	5,748,442	5,703,277	4,833,506	2,854,646	2,795,625	2,712,455	2,806,240	2,874,817	2,486,082	2,578,195	2,456,463
Telecel (Formerly Vodafone Ghana)	7,235,737	7,143,213	7,080,107	5,933,899	6,008,326	6,193,870	6,276,767	6,316,253	6,327,342	6,364,739	6,355,017	6,275,415
Scancom PLC Ghana Limited	26,800,597	25,903,886	25,625,097	25,130,975	24,366,659	25,164,189	25,333,229	23,139,165	23,345,146	24,168,567	24,190,108	24,652,582
TOTAL MOBILE	39,812,171	38,795,541	38,408,481	35,898,380	33,229,631	34,153,684	34,322,451	32,261,658	32,547,305	33,019,388	33,123,320	33,384,460
MONTH OVER MONTH GROWTH	0.19%	-2.55%	-1.00%	-7.43%	-6.54%	2.78%	0.49%	-6.00%	0.89%	1.45%	0.31%	0.79%

MONTH OVER MONTH GROWTH PER OPERATOR (MOBILE)	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
Airtel Ghana Limited (AirtelTigo)	3.41%	-0.47%	-0.79%	-15.25%	-40.94%	-2.07%	-2.98%	3.46%	2.44%	-13.52%	3.71%	-4.72%
Telecel	-0.04%	-1.28%	-0.88%	-16.19%	1.25%	3.09%	1.34%	0.63%	0.18%	0.59%	-0.15%	-1.25%
Scancom PLC Ghana Limited	0.70%	-3.35%	-1.08%	-1.93%	-3.04%	3.27%	0.67%	-8.66%	0.89%	3.53%	0.09%	1.91%

FIXED NETWORK OPERATORS	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
Airtel Ghana Limited (AirtelTigo)	2,588	2,649	2,698	2,797	1,080	1,092	1,048	1,055	1,065	919	961	933
Telecel (Formerly Vodafone Ghana)	326,591	328,024	329,068	328,578	330,406	331,080	327,711	316,637	317,757	317,636	317,156	316,120
Scancom PLC Ghana Limited	1,201	1,223	1,291	1,254	1,304	1,254	1,242	1,261	1,271	1,333	1,403	1,407
TOTAL FIXED VOICE SUBSCRIPTIONS	330,380	331,896	333,057	332,629	332,790	333,426	330,001	318,953	320,093	319,888	319,520	318,460
MONTH OVER MONTH GROWTH		0.46%	0.35%	-0.13%	0.05%	0.19%	-1.03%	-3.35%	0.36%	-0.06%	-0.12%	-0.33%

MONTH OVER MONTH GROWTH PER OPERATOR (FIXED)	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
Airtel Ghana Limited (AirtelTigo)	15.18%	2.36%	1.85%	3.67%	-61.39%	1.11%	-4.03%	0.67%	0.95%	-13.71%	4.57%	-2.91%
Telecel (Formerly Vodafone Ghana)	0.00%	0.44%	0.32%	-0.15%	0.56%	0.20%	-1.02%	-3.38%	0.35%	-0.04%	-0.15%	-0.33%
Scancom PLC Ghana Limited	0.92%	1.83%	5.56%	-2.87%	3.99%	-3.83%	-0.96%	1.53%	0.79%	4.88%	5.25%	0.29%

TOTAL MARKET												
MOBILE	39,812,171	38,795,541	38,408,481	35,898,380	33,229,631	34,153,684	34,322,451	32,261,658	32,547,305	33,019,388	33,123,320	33,384,460
FIXED	330,380	331,896	333,057	332,629	332,790	333,426	330,001	318,953	320,093	319,888	319,520	318,460
TOTAL ACCESS LINES	40,142,551	39,127,437	38,741,538	36,231,009	33,562,421	34,487,110	34,652,452	32,580,611	32,867,398	33,339,276	33,442,840	33,702,920
MONTH OVER MONTH GROWTH	0.19%	-2.53%	-0.99%	-6.48%	-7.37%	2.76%	0.48%	-5.98%	0.88%	1.44%	0.31%	0.78%

POPULATION	31,769,364	31,769,365	31,769,366	31,769,367	31,769,368	31,769,369	31,769,370	31,769,371	31,769,372	31,769,373	31,769,374	31,769,375
GRWOTH RATE												
PENETRATION	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
MOBILE	125.32%	122.12%	120.90%	113.00%	104.60%	107.51%	108.04%	101.55%	102.45%	103.93%	104.26%	105.08%
FIXED	1.04%	1.04%	1.05%	1.05%	1.05%	1.05%	1.04%	1.00%	1.01%	1.01%	1.01%	1.00%
FIXED TOTAL ACCESS LINES	126.36%	123.16%	121.95%	114.04%	105.64%	108.55%	109.08%	102.55%	103.46%	104.94%	105.27%	106.09%
MARKET SHARE												
MOBILE	99.18%	99.15%	99.14%	99.08%	99.01%	99.03%	99.05%	99.02%	99.03%	99.04%	99.04%	99.06%
FIXED	0.82%	0.85%	0.86%	0.92%	0.99%	0.97%	0.95%	0.98%	0.97%	0.96%	0.96%	0.94%

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