

INDUSTRY MARKET STATISTICS

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

MOBILE NETWORK 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)	2,254,640	2,682,716	2,729,517	2,802,669	2,861,206	2,861,582	2,851,605	2,860,218	2,904,357	2,972,013	2,979,025	3,031,599
Telecel (Formerly Vodafone Ghana)	6,312,962	6,210,980	6,248,863	6,323,140	6,333,015	6,373,676	6,520,575	6,701,493	6,678,979	6,895,902	6,809,179	6,968,464
Scancom PLC Ghana Limited	24,972,957	25,450,286	25,900,163	26,536,996	27,272,317	28,318,349	28,613,100	28,378,567	28,885,932	29,074,105	29,131,036	28,408,649
TOTAL MOBILE	33,540,559	34,343,982	34,878,543	35,662,805	36,466,538	37,553,607	37,985,280	37,940,278	38,469,268	38,942,020	38,919,240	38,408,712
MONTH OVER MONTH GROWTH	0.47%	2.40%	1.56%	2.25%	2.25%	2.98%	1.15%	-0.12%	1.39%	1.23%	-0.06%	-1.31%

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)	-8.22%	18.99%	1.74%	2.68%	2.09%	0.01%	-0.35%	0.30%	1.54%	2.33%	0.24%	1.76%
Telecel	0.60%	-1.62%	0.61%	1.19%	0.16%	0.64%	2.30%	2.77%	-0.34%	3.25%	-1.26%	2.34%
Scancom PLC Ghana Limited	1.30%	1.91%	1.77%	2.46%	2.77%	3.84%	1.04%	-0.82%	1.79%	0.65%	0.20%	-2.48%

FIXED NETWORK 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)	855	946	946	942	938	929	934	946	943	589	924	912
Telecel (Formerly Vodafone Ghana)	315,307	314,901	314,143	313,219	303,625	303,575	303,450	303,611	302,890	294,790	297,107	261,553
Scancom PLC Ghana Limited	1,414	1,625	1,664	1,736	1,750	1,776	1,830	13,039	12,321	8,479	7,099	6,891
TOTAL FIXED VOICE SUBSCRIPTIONS	317,576	317,472	316,753	315,897	306,313	306,280	306,214	317,596	316,154	303,858	305,130	269,356
MONTH OVER MONTH GROWTH	-0.28%	-0.03%	-0.23%	-0.27%	-3.03%	-0.01%	-0.02%	3.72%	-0.45%	-3.89%	0.42%	-11.72%

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)	15.18%	10.64%	0.00%	-0.42%	-0.42%	-0.96%	0.54%	1.28%	-0.32%	-37.54%	56.88%	-1.30%
Telecel (Formerly Vodafone Ghana)	0.00%	-0.13%	-0.29%	-0.24%	-3.06%	-0.02%	-0.04%	0.05%	-0.24%	-2.67%	0.79%	-11.97%
Scancom PLC Ghana Limited	0.92%	14.92%	2.40%	4.33%	0.81%	1.49%	3.04%	612.51%	-5.51%	-31.18%	-16.28%	-2.93%

TOTAL MARKET													
MOBILE	33,540,559	34,343,982	34,878,543	35,662,805	36,466,538	37,553,607	37,985,284	37,940,278	38,469,268	38,942,020	38,919,240	38,408,712	
FIXED	317,576	317,472	316,753	315,897	306,313	306,280	306,214	317,596	316,154	303,858	305,130	269,356	
TOTAL ACCESS LINES	33,858,135	34,661,454	35,195,296	35,978,702	36,772,851	37,859,887	38,291,494	38,257,874	38,785,422	39,245,878	39,224,370	38,678,068	
MONTH OVER MONTH GROWTH	0.46%	2.37%	1.54%	2.23%	2.21%	2.96%	1.14%	-0.09%	1.38%	1.19%	-0.05%	-1.39%	

POPULATION	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
GRWOTH RATE												
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	103.25%	105.55%	107.01%	109.23%	111.50%	114.63%	115.76%	115.43%	116.84%	118.08%	117.81%	116.07%
FIXED	0.98%	0.98%	0.97%	0.97%	0.94%	0.93%	0.93%	0.93%	0.96%	0.92%	0.92%	0.81%
FIXED TOTAL ACCESS LINES	104.23%	106.52%	107.98%	110.20%	112.44%	115.57%	116.69%	116.39%	117.80%	119.00%	118.74%	116.89%
MARKET SHARE												
MOBILE	99.06%	99.08%	99.10%	99.12%	99.17%	99.19%	99.20%	99.17%	99.18%	99.23%	99.22%	99.30%
FIXED	0.94%	0.92%	0.90%	0.88%	0.83%	0.81%	0.80%	0.83%	0.82%	0.77%	0.78%	0.70%

[illegible][illegible]