

INDUSTRY MARKET STATISTICS

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

MOBILE NETWORK OPERATORS (MNOS)	Jan-25	Feb-25	Mar-25	Apr-25
Airtel Ghana Limited (AirtelTigo)	3,063,326	3,117,500	3,152,005	3,163,409
Telecel (Formerly Vodafone Ghana)	7,106,597	7,158,171	7,296,855	7,409,241
Scancom PLC Ghana Limited	29,232,139	29,438,115	29,521,441	29,883,548
TOTAL MOBILE	39,402,062	39,713,786	39,970,301	40,456,198
MONTH OVER MONTH GROWTH	2.59%	0.79%	0.65%	1.22%

MONTH OVER MONTH GROWTH PER OPERATOR (MOBILE)	Jan-25	Feb-25	Mar-25	Apr-25
Airtel Ghana Limited (AirtelTigo)	1.05%	1.77%	1.11%	0.36%
Telecel	1.98%	0.73%	1.94%	1.54%
Scancom PLC Ghana Limited	2.90%	0.70%	0.28%	1.23%

FIXED NETWORK OPERATORS	Jan-25	Feb-25	Mar-25	Apr-25
Airtel Ghana Limited (AirtelTigo)	898	1,328	870	875
Telecel (Formerly Vodafone Ghana)	261,306	261,024	260,250	259,824
Scancom PLC Ghana Limited	6,886	6,698	6,761	6,808
TOTAL FIXED VOICE SUBSCRIPTIONS	269,090	269,050	267,881	267,507
MONTH OVER MONTH GROWTH	-0.10%	-0.01%	-0.43%	-0.14%

MONTH OVER MONTH GROWTH PER OPERATOR (FIXED)	Jan-25	Feb-25	Mar-25	Apr-25
Airtel Ghana Limited (AirtelTigo)	-1.54%	47.88%	-34.49%	0.57%
Telecel (Formerly Vodafone Ghana)	-0.09%	-0.11%	-0.30%	-0.16%
Scancom PLC Ghana Limited	-0.07%	-2.73%	0.94%	0.70%

TOTAL MARKET				
MOBILE	39,402,062	39,713,786	39,970,301	40,456,198
FIXED	269,090	269,050	267,881	267,507
TOTAL ACCESS LINES	39,671,152	39,982,836	40,238,182	40,723,705
MONTH OVER MONTH GROWTH	2.57%	0.79%	0.64%	1.21%

POPULATION	33,144,830	33,199,849	33,254,867	33,309,886
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GRWOTH RATE				
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PENETRATION	Jan-25	Feb-25	Mar-25	Apr-25
MOBILE	118.88%	119.62%	120.19%	121.45%
FIXED	0.81%	0.81%	0.81%	0.80%
FIXED TOTAL ACCESS LINES	119.69%	120.43%	121.00%	122.26%

MARKET SHARE				
MOBILE	99.32%	99.33%	99.33%	99.34%
FIXED	0.68%	0.67%	0.67%	0.66%

MARKET SHARE per MOBILE OPERATORS	Jan-25	Feb-25	Mar-25	Apr-25
Airtel Ghana Limited (AirtelTigo)	7.77%	7.85%	7.89%	7.82%
Telecel (Formerly Vodafone Ghana)	18.04%	18.02%	18.26%	18.31%
Scancom PLC Ghana Limited	74.19%	74.13%	73.86%	73.87%
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%	0.49%	0.32%	0.33%
Telecel (Formerly Vodafone Ghana)	97.11%	97.02%	97.15%	97.13%
Scancom PLC Ghana Limited	2.56%	2.49%	2.52%	2.54%
TOTAL	100.00%	100.00%	100.00%	100.00%