

INDUSTRY MARKET STATISTICS

DATA SUBSCRIPTION ANALYSIS FOR JANUARY TO JULY 2025

MOBILE NETWORK DATA OPERATORS (MNOs)	Jan-25	Feb-25	Mar-25	Apr-25
Airtel Ghana Limited (AT)	1,602,482	1,609,022	1,614,387	1,621,255
Ghana Telecommunications Company Limited (Telecel)	3,922,328	3,976,378	3,983,835	4,031,038
Scancom PLC Ghana Limited (MTN Ghana)	20,694,172	20,480,694	21,118,921	21,112,593
TOTAL MOBILE	26,218,982	26,066,094	26,717,143	26,764,886
MONTH OVER MONTH GROWTH	0.35%	-0.58%	2.50%	0.18%
MONTH OVER MONTH GROWTH PER OPERATOR (MOBILE)	Jan-25	Feb-25	Mar-25	Apr-25
Airtel Ghana Limited (AT)	-0.42%	0.41%	0.33%	0.43%
Ghana Telecommunications Company Limited (Telecel)	0.78%	1.38%	0.19%	1.18%
Scancom PLC Ghana Limited (MTN Ghana)	0.33%	-1.03%	3.12%	-0.03%
FIXED NETWORK DATA OPERATORS (FNOs)	Jan-25	Feb-25	Mar-25	Apr-25
Airtel Ghana Limited (AT)	426	513	363	369
Ghana Telecommunications Company Limited (Telecel)	74,636	85,987	85,284	87,331
Scancom PLC Ghana Limited (MTN Ghana)	40,313	45,693	48,225	50,701
TOTAL FIXED	115,375	132,193	133,872	138,401
MONTH OVER MONTH GROWTH	-8.97%	14.58%	1.27%	3.38%
MONTH OVER MONTH GROWTH PER OPERATOR (FIXED)	Jan-25	Feb-25	Mar-25	Apr-25
Airtel Ghana Limited (AT)	8.12%	20.42%	-29.24%	1.65%
Ghana Telecommunications Company Limited (Telecel)	-11.47%	15.21%	-0.82%	2.40%
Scancom PLC Ghana Limited (MTN Ghana)	-4.11%	13.35%	5.54%	5.13%
BROADBAND WIRELESS ACCESS OPERATORS (BWAs)	Jan-25	Feb-25	Mar-25	Apr-25
Telesol Ghana Limited (Telesol)	1,454	1,454	1,454	1,454
TOTAL BWA	1,454	1,454	1,454	1,454

MONTH OVER MONTH GROWTH	0.00%	0.00%	0.00%	0.00%
MONTH ON MONTH GROWTH PER OPERATOR(BWA)	Jan-25	Feb-25	Mar-25	Apr-25
Telesol Ghana Limited (Telesol)	0.00%	0.00%	0.00%	0.00%
TOTAL MARKET				
MNOs	26,218,982	26,066,094	26,717,143	26,764,886
FNOs	115,375	132,193	133,872	138,401
BWAs	1,454	1,454	1,454	1,454
TOTAL DATA SUBSCRIPTION	26,335,811	26,199,741	26,852,469	26,904,741
MONTH OVER MONTH GROWTH	0.30%	-0.52%	2.49%	0.19%
POPULATION	33,144,840	33,199,859	33,254,878	33,309,897
GROWTH RATE				
PENETRATION	Jan-25	Feb-25	Mar-25	Apr-25
MNOs	79.10%	78.51%	80.34%	80.35%
FNOs	0.44%	0.50%	0.50%	0.51%
BWAs	0.01%	0.01%	0.01%	0.01%
TOTAL PENETRATION	79.55%	79.02%	80.84%	80.87%
MARKET SHARE				
MNOs	99.56%	99.49%	99.50%	99.48%
FNOs	0.44%	0.50%	0.50%	0.51%
BWAs	0.01%	0.01%	0.01%	0.01%
MARKET SHARE FOR MNO DATA OPERATORS	Jan-25	Feb-25	Mar-25	Apr-25
AT	6.11%	6.17%	6.04%	6.06%
Telecel	14.96%	15.25%	14.91%	15.06%
MTN Ghana	78.93%	78.57%	79.05%	78.88%
TOTAL	100.00%	100.00%	100.00%	100.00%

MARKET SHARE PER FIXED OPERATORS	Jan-25	Feb-25	Mar-25	Apr-25
AT	0.37%	0.39%	0.27%	0.27%
Telecel	64.69%	65.05%	63.71%	63.10%
MTN Ghana	34.94%	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 Ghana Limited (Telesol)	100.00%	100.00%	100.00%	100.00%
TOTAL	100.00%	100.00%	100.00%	100.00%

Note

The NIL indicates that no data has been received from these companies

This data does not include ISPs

Population being used is the June 2022 results from the GSS Population Census

May-25	Jun-25	Jul-25
1,626,394	1,627,592	1,607,209
4,049,242	4,434,780	4,514,459
21,076,408	21,184,896	21,400,505
26,752,044	27,247,268	27,522,173
-0.05%	1.85%	1.01%
May-25	Jun-25	Jul-25
0.32%	0.07%	-1.25%
0.45%	9.52%	1.80%
-0.17%	0.51%	1.02%
May-25	Jun-25	Jul-25
380	378	357
87,958	88,438	89,678
53,735	56,402	57,764
142,073	145,218	147,799
2.65%	2.21%	1.78%
May-25	Jun-25	Jul-25
2.98%	-0.53%	-5.56%
0.72%	0.55%	1.40%
5.98%	4.96%	2.41%
May-25	Jun-25	Jul-25
1,454	1,454	1,454
1,454	1,454	1,454

0.00%	0.00%	0.00%
May-25	Jun-25	Jul-25
0.00%	0.00%	0.00%
26,752,044	27,247,268	27,522,173
142,073	145,218	147,799
1,454	1,454	1,454
26,895,571	27,393,940	27,671,426
-0.03%	1.85%	1.01%
33,364,916	33,419,935	33,474,954
May-25	Jun-25	Jul-25
80.18%	81.53%	82.22%
0.53%	0.53%	0.53%
0.01%	0.01%	0.01%
80.71%	82.07%	82.76%
99.47%	99.46%	99.46%
0.53%	0.53%	0.53%
0.01%	0.01%	0.01%
May-25	Jun-25	Jul-25
6.08%	5.97%	5.84%
15.14%	16.28%	16.40%
78.78%	77.75%	77.76%
100.00%	100.00%	100.00%

May-25	Jun-25	Jul-25
0.27%	0.26%	0.24%
61.91%	60.90%	60.68%
37.82%	38.84%	39.08%
100.00%	100.00%	100.00%
May-25	Jun-25	Jul-25
100.00%	100.00%	100.00%
100.00%	100.00%	100.00%