

INDUSTRY MARKET STATISTICS					
MNOs VOICE SUBSCRIPTION ANALYSIS FOR JANUARY TO JULY 2025					
MOBILE NETWORK OPERATORS (MNOs)	Jan-25	Feb-25	Mar-25	Apr-25	May-25
Airtel Ghana Limited (AT)	3,063,326	3,117,500	3,152,005	3,163,409	3,170,280
Ghana Telecommunications Company Limited (Telecel)	7,106,597	7,158,171	7,296,855	7,409,241	7,500,289
Scancom PLC Ghana Limited (MTN Ghana)	29,232,139	29,438,115	29,521,441	29,883,548	30,167,934
TOTAL MOBILE	39,402,062	39,713,786	39,970,301	40,456,198	40,838,503
MONTH OVER MONTH GROWTH	2.59%	0.79%	0.65%	1.22%	0.94%
MONTH OVER MONTH GROWTH PER OPERATOR (MOBILE)	Jan-25	Feb-25	Mar-25	Apr-25	May-25
Airtel Ghana Limited (AT)	1.05%	1.77%	1.11%	0.36%	0.22%
Ghana Telecommunications Company Limited (Telecel)	1.98%	0.73%	1.94%	1.54%	1.23%
Scancom PLC Ghana Limited (MTN Ghana)	2.90%	0.70%	0.28%	1.23%	0.95%
FIXED NETWORK OPERATORS	Jan-25	Feb-25	Mar-25	Apr-25	May-25
Airtel Ghana Limited (AT)	898	1,328	870	875	872
Ghana Telecommunications Company Limited (Telecel)	261,306	261,024	260,250	259,824	259,656
Scancom PLC Ghana Limited (MTN Ghana)	6,886	6,698	6,761	6,808	7,072
TOTAL FIXED	269,090	269,050	267,881	267,507	267,600
MONTH OVER MONTH GROWTH	-0.10%	-0.01%	-0.43%	-0.14%	0.03%
MONTH OVER MONTH GROWTH PER OPERATOR (FIXED)	Jan-25	Feb-25	Mar-25	Apr-25	May-25
Airtel Ghana Limited (AT)	-1.54%	47.88%	-34.49%	0.57%	-0.34%
Ghana Telecommunications Company Limited (Telecel)	-0.09%	-0.11%	-0.30%	-0.16%	-0.06%
Scancom PLC Ghana Limited (MTN Ghana)	-0.07%	-2.73%	0.94%	0.70%	3.88%
TOTAL MARKET					
MOBILE	39,402,062	39,713,786	39,970,301	40,456,198	40,838,503
FIXED	269,090	269,050	267,881	267,507	267,600
TOTAL ACCESS LINES	39,671,152	39,982,836	40,238,182	40,723,705	41,106,103
MONTH OVER MONTH GROWTH	2.57%	0.79%	0.64%	1.21%	0.94%

POPULATION	33,144,840	33,199,859	33,254,878	33,309,897	33,364,916
GROWTH RATE					
PENETRATION					
MOBILE	118.88%	119.62%	120.19%	121.45%	122.40%
FIXED	0.81%	0.81%	0.81%	0.80%	0.80%
TOTAL ACCESS LINES	119.69%	120.43%	121.00%	122.26%	123.20%
MARKET SHARE					
MOBILE	99.32%	99.33%	99.33%	99.34%	99.35%
FIXED	0.68%	0.67%	0.67%	0.66%	0.65%
MARKET SHARE per MOBILE OPERATORS	Jan-25	Feb-25	Mar-25	Apr-25	May-25
AT	7.77%	7.85%	7.89%	7.82%	7.76%
Telecel	18.04%	18.02%	18.26%	18.31%	18.37%
MTN Ghana	74.19%	74.13%	73.86%	73.87%	73.87%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%
MARKET SHARE per FIXED OPERATORS	Jan-25	Feb-25	Mar-25	Apr-25	May-25
AT	0.33%	0.49%	0.32%	0.33%	0.33%
Telecel	97.11%	97.02%	97.15%	97.13%	97.03%
MTN Ghana	2.56%	2.49%	2.52%	2.54%	2.64%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%

Note

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



Jun-25	Jul-25
3,186,038	3,198,373
7,628,251	7,820,072
30,264,594	29,330,042
41,078,883	40,348,487
0.59%	-1.78%
Jun-25	Jul-25
0.50%	0.39%
1.71%	2.51%
0.32%	-3.09%
Jun-25	Jul-25
868	838
259,442	267,042
7,022	7,449
267,332	275,329
-0.10%	2.99%
Jun-25	Jul-25
-0.46%	-3.46%
-0.08%	2.93%
-0.71%	6.08%
41,078,883	40,348,487
267,332	275,329
41,346,215	40,623,816
0.58%	-1.75%

33,419,935	33,474,954
122.92%	120.53%
0.80%	0.82%
123.72%	121.36%
99.35%	99.32%
0.65%	0.68%
Jun-25	Jul-25
7.76%	7.93%
18.57%	19.38%
73.67%	72.69%
100.00%	100.00%
Jun-25	Jul-25
0.32%	0.30%
97.05%	96.99%
2.63%	2.71%
100.00%	100.00%