

INDUSTRY MARKET STATISTICS												
DATA SUBSCRIPTION ANALYSIS FOR JANUARY TO DECEMBER 2025												
MOBILE NETWORK DATA OPERATORS (MNOs)	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Airtel Ghana Limited (AT)	1,602,482	1,609,022	1,614,387	1,621,255	1,626,394	1,627,592	1,607,209	1,586,005	1,557,850	1,533,007	1,474,831	1,301,794
Ghana Telecommunications Company Limited (Telecel)	3,922,328	3,976,378	3,983,835	4,031,038	4,049,242	4,434,780	4,514,459	4,234,617	4,517,633	4,366,697	4,407,203	4,528,907
Scancom PLC Ghana Limited (MTN Ghana)	20,694,172	20,480,694	21,118,921	21,112,593	21,076,408	21,184,896	21,400,505	21,665,206	21,958,090	22,339,796	22,344,100	22,867,689
TOTAL MOBILE	26,218,982	26,066,094	26,717,143	26,764,886	26,752,044	27,247,268	27,522,173	27,485,828	28,033,573	28,239,500	28,226,134	28,698,390
MONTH OVER MONTH GROWTH	0.35%	-0.58%	2.50%	0.18%	-0.05%	1.85%	1.01%	-0.13%	1.99%	0.73%	-0.05%	1.67%
MONTH OVER MONTH GROWTH PER OPERATOR (MOBILE)	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Airtel Ghana Limited (AT)	-0.42%	0.41%	0.33%	0.43%	0.32%	0.07%	-1.25%	-1.32%	-1.78%	-1.59%	-3.79%	-11.73%
Ghana Telecommunications Company Limited (Telecel)	0.78%	1.38%	0.19%	1.18%	0.45%	9.52%	1.80%	-6.20%	6.68%	-3.34%	0.93%	2.76%
Scancom PLC Ghana Limited (MTN Ghana)	0.33%	-1.03%	3.12%	-0.03%	-0.17%	0.51%	1.02%	1.24%	1.35%	1.74%	0.02%	2.34%
FIXED NETWORK DATA OPERATORS (FNOs)	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Airtel Ghana Limited (AT)	426	513	363	369	380	378	357	356	350	350	354	343
Ghana Telecommunications Company Limited (Telecel)	74,636	85,987	85,284	87,331	87,958	88,438	89,678	90,418	91,217	92,177	92,313	92,515
Scancom PLC Ghana Limited (MTN Ghana)	40,313	45,693	48,225	50,701	53,735	56,402	57,764	65,369	70,481	75,441	78,494	82,600
TOTAL FIXED	115,375	132,193	133,872	138,401	142,073	145,218	147,799	156,143	162,048	167,968	171,161	175,458
MONTH OVER MONTH GROWTH	-8.97%	14.58%	1.27%	3.38%	2.65%	2.21%	1.78%	5.65%	3.78%	3.65%	1.90%	2.51%
MONTH OVER MONTH GROWTH PER OPERATOR (FIXED)	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Airtel Ghana Limited (AT)	8.12%	20.42%	-29.24%	1.65%	2.98%	-0.53%	-5.56%	-0.28%	-1.69%	0.00%	1.14%	-3.11%
Ghana Telecommunications Company Limited (Telecel)	-11.47%	15.21%	-0.82%	2.40%	0.72%	0.55%	1.40%	0.83%	0.88%	1.05%	0.15%	0.22%
Scancom PLC Ghana Limited (MTN Ghana)	-4.11%	13.35%	5.54%	5.13%	5.98%	4.96%	2.41%	13.17%	7.82%	7.04%	4.05%	5.23%
BROADBAND WIRELESS ACCESS OPERATORS (BWAs)	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Telesol Ghana Limited (Telesol)	1,454	1,454	1,454	1,454	1,454	1,454	1,454	1,454	1,454	1,454	1,454	1,454
TOTAL BWA	1,454	1,454	1,454	1,454	1,454	1,454	1,454	1,454	1,454	1,454	1,454	1,454
MONTH OVER MONTH GROWTH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MONTH ON MONTH GROWTH PER OPERATOR(BWA)	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Telesol Ghana Limited (Telesol)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL MARKET	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
MNOs	26,218,982	26,066,094	26,717,143	26,764,886	26,752,044	27,247,268	27,522,173	27,485,828	28,033,573	28,239,500	28,226,134	28,698,390
FNOs	115,375	132,193	133,872	138,401	142,073	145,218	147,799	156,143	162,048	167,968	171,161	175,458
BWAs	1,454	1,454	1,454	1,454	1,454	1,454	1,454	1,454	1,454	1,454	1,454	1,454
TOTAL DATA SUBSCRIPTION	26,335,811	26,199,741	26,852,469	26,904,741	26,895,571	27,393,940	27,671,426	27,643,425	28,197,075	28,408,922	28,398,749	28,875,302
MONTH OVER MONTH GROWTH	0.30%	-0.52%	2.49%	0.19%	-0.03%	1.85%	1.01%	-0.10%	2.00%	0.75%	-0.04%	1.68%
POPULATION	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
GROWTH RATE	33,144,840	33,199,859	33,254,878	33,309,897	33,364,916	33,419,935	33,474,954	33,529,973	33,584,992	33,640,011	33,695,030	33,750,049
PENETRATION	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
MNOs	79.10%	78.51%	80.34%	80.35%	80.18%	81.53%	82.22%	81.97%	83.47%	83.95%	83.77%	85.03%
FNOs	0.44%	0.50%	0.50%	0.51%	0.53%	0.53%	0.53%	0.56%	0.57%	0.59%	0.60%	0.61%
BWAs	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%
TOTAL PENETRATION	79.55%	79.02%	80.84%	80.87%	80.71%	82.07%	82.76%	82.54%	84.05%	84.54%	84.38%	85.64%
MARKET SHARE	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25

MNOs	99.56%	99.49%	99.50%	99.48%	99.47%	99.46%	99.46%	99.43%	99.42%	99.40%	99.39%	99.39%
FNOs	0.44%	0.50%	0.50%	0.51%	0.53%	0.53%	0.53%	0.56%	0.57%	0.59%	0.60%	0.61%
BWAs	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%
MARKET SHARE FOR MNO DATA OPERATORS	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
AT	6.11%	6.17%	6.04%	6.06%	6.08%	5.97%	5.84%	5.77%	5.56%	5.43%	5.23%	4.54%
Telecel	14.96%	15.25%	14.91%	15.06%	15.14%	16.28%	16.40%	15.41%	16.12%	15.46%	15.61%	15.78%
MTN Ghana	78.93%	78.57%	79.05%	78.88%	78.78%	77.75%	77.76%	78.82%	78.33%	79.11%	79.16%	79.68%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	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	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
AT	0.37%	0.39%	0.27%	0.27%	0.27%	0.26%	0.24%	0.23%	0.22%	0.21%	0.21%	0.20%
Telecel	64.69%	65.05%	63.71%	63.10%	61.91%	60.90%	60.68%	57.91%	56.29%	54.88%	53.93%	52.73%
MTN Ghana	34.94%	34.57%	36.02%	36.63%	37.82%	38.84%	39.08%	41.86%	43.49%	44.91%	45.86%	47.08%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
MARKET SHARE PER BWA OPERATORS	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Telesol Ghana Limited (Telesol)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	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