

INDUSTRY MARKET STATISTICS												
MNOs VOICE SUBSCRIPTION ANALYSIS FOR JANUARY TO DECEMBER 2025												
MOBILE NETWORK 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)	3,063,326	3,117,500	3,152,005	3,163,409	3,170,280	3,186,038	3,198,373	2,820,351	3,161,528	3,217,081	3,264,559	2,963,220
Ghana Telecommunications Company Limited (Telecel)	7,106,597	7,158,171	7,296,855	7,409,241	7,500,289	7,628,251	7,820,072	7,963,804	8,121,543	8,344,965	8,502,582	8,648,431
Scancom PLC Ghana Limited (MTN Ghana)	29,232,139	29,438,115	29,521,441	29,883,548	30,167,934	30,264,594	29,330,042	30,484,667	30,895,974	30,395,191	31,175,350	31,260,304
TOTAL MOBILE	39,402,062	39,713,786	39,970,301	40,456,198	40,838,503	41,078,883	40,348,487	41,268,822	42,179,045	41,957,237	42,942,491	42,871,955
MONTH OVER MONTH GROWTH	2.59%	0.79%	0.65%	1.22%	0.94%	0.59%	-1.78%	2.28%	2.21%	-0.53%	2.35%	-0.16%
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)	1.05%	1.77%	1.11%	0.36%	0.22%	0.50%	0.39%	-11.82%	12.10%	1.76%	1.48%	-9.23%
Ghana Telecommunications Company Limited (Telecel)	1.98%	0.73%	1.94%	1.54%	1.23%	1.71%	2.51%	1.84%	1.98%	2.75%	1.89%	1.72%
Scancom PLC Ghana Limited (MTN Ghana)	2.90%	0.70%	0.28%	1.23%	0.95%	0.32%	-3.09%	3.94%	1.35%	-1.62%	2.57%	0.27%
FIXED NETWORK 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
Airtel Ghana Limited (AT)	898	1,328	870	875	872	868	838	766	791	810	805	773
Ghana Telecommunications Company Limited (Telecel)	261,306	261,024	260,250	259,824	259,656	259,442	267,042	259,150	258,552	258,165	257,860	257,536
Scancom PLC Ghana Limited (MTN Ghana)	6,886	6,698	6,761	6,808	7,072	7,022	7,449	7,347	7,417	7,041	6,921	6,927
TOTAL FIXED	269,090	269,050	267,881	267,507	267,600	267,332	275,329	267,263	266,760	266,016	265,586	265,236
MONTH OVER MONTH GROWTH	-0.10%	-0.01%	-0.43%	-0.14%	0.03%	-0.10%	2.99%	-2.93%	-0.19%	-0.28%	-0.16%	-0.13%
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)	-1.54%	47.88%	-34.49%	0.57%	-0.34%	-0.46%	-3.46%	-8.59%	3.26%	2.40%	-0.62%	-3.98%
Ghana Telecommunications Company Limited (Telecel)	-0.09%	-0.11%	-0.30%	-0.16%	-0.06%	-0.08%	2.93%	-2.96%	-0.23%	-0.15%	-0.12%	-0.13%
Scancom PLC Ghana Limited (MTN Ghana)	-0.07%	-2.73%	0.94%	0.70%	3.88%	-0.71%	6.08%	-1.37%	0.95%	-5.07%	-1.70%	0.09%
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
MOBILE	39,402,062	39,713,786	39,970,301	40,456,198	40,838,503	41,078,883	40,348,487	41,268,822	42,179,045	#####	#####	42,871,955
FIXED	269,090	269,050	267,881	267,507	267,600	267,332	275,329	267,263	266,760	266,016	265,586	265,236
TOTAL ACCESS LINES	39,671,152	39,982,836	40,238,182	40,723,705	41,106,103	41,346,215	40,623,816	41,536,085	42,445,805	#####	#####	43,137,191
MONTH OVER MONTH GROWTH	2.57%	0.79%	0.64%	1.21%	0.94%	0.58%	-1.75%	2.25%	2.19%	-0.52%	2.33%	-0.16%
POPULATION	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
GROWTH RATE												
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
MOBILE	118.88%	119.62%	120.19%	121.45%	122.40%	122.92%	120.53%	123.08%	125.59%	124.72%	127.44%	127.03%
FIXED	0.81%	0.81%	0.81%	0.80%	0.80%	0.80%	0.82%	0.80%	0.79%	0.79%	0.79%	0.79%
TOTAL ACCESS LINES	119.69%	120.43%	121.00%	122.26%	123.20%	123.72%	121.36%	123.88%	126.38%	125.51%	128.23%	127.81%
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
MOBILE	99.32%	99.33%	99.33%	99.34%	99.35%	99.35%	99.32%	99.36%	99.37%	99.37%	99.39%	99.39%
FIXED	0.68%	0.67%	0.67%	0.66%	0.65%	0.65%	0.68%	0.64%	0.63%	0.63%	0.61%	0.61%
MARKET SHARE per MOBILE 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	7.77%	7.85%	7.89%	7.82%	7.76%	7.76%	7.93%	6.83%	7.50%	7.67%	7.60%	6.91%
Telecel	18.04%	18.02%	18.26%	18.31%	18.37%	18.57%	19.38%	19.30%	19.25%	19.89%	19.80%	20.17%
MTN Ghana	74.19%	74.13%	73.86%	73.87%	73.87%	73.67%	72.69%	73.87%	73.25%	72.44%	72.60%	72.92%
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	0.33%	0.49%	0.32%	0.33%	0.33%	0.30%	0.30%	0.29%	0.30%	0.30%	0.30%	0.29%
Telecel	97.11%	97.02%	97.15%	97.13%	97.03%	97.05%	96.99%	96.96%	96.92%	97.05%	97.09%	97.10%
MTN Ghana	2.56%	2.49%	2.52%	2.54%	2.64%	2.63%	2.71%	2.75%	2.78%	2.65%	2.61%	2.61%
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
Population being used is the June 2022 results from the GSS Population Census