INDUSTRY INFORMATION - TELECOM SUBSCRIPTIONS FOR MARCH, 2021

National Communications Authority

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TELECOM SUBSCRIPTIONS FOR MARCH, 2021

1.0. Introduction
This report highlights voice and data trends that have occurred in the telecommunication industry as at the end of March, 2021 with an estimated country population of 31,108,574. It presents information on Mobile Voice Telephony, Fixed Line as well as Mobile Data subscriptions for the month under review.

2.0. Mobile Voice Subscription
At the end of March 2021, the total number of mobile voice subscriptions was 41,418,710. This represents a percentage increase of 0.82% from February 2021’s figure of 41,083,073. The total penetration rate for the month under review was 133.14%.

MTN’s voice subscriptions for the period was 23,392,300 representing a percentage increase of 0.68% from February 2021’s figure of 23,235,141. MTN’s market share for the month under review was 56.48%.

Vodafone’s mobile voice subscriptions increased from 8,789,835 as at the end of February 2021 to 8,917,137 as at the end of March 2021. This represents a percentage increase of 1.45%. Vodafone’s market share for March 2021 was 21.53%.

AirtelTigo’s voice subscriptions increased from 8,291,501 as at the end of February 2021 to 8,324,512 as at the end of March 2021 indicating a percentage increase of 0.40%. Their market share for the month under review was 20.10% as compared to 20.18% in February 2021.

Voice subscriptions of Glo increased from 766,596 as at the end of February 2021 to 784,761 at the end of March 2021. With a percentage increase of 2.37%, their total market share for the month under review was 1.89%.

2.0. Chart 1 – Mobile Voice Market Share for March 2021
3.0. Fixed Telephony
There are three (3) Operators providing Fixed Line services in Ghana. These Operators are Vodafone, AirtelTigo and MTN. As at the end of March 2021, the total subscriptions for the Fixed Operators stood at 310,001, a decrease of 918 subscriptions from the previous month’s subscription of 310,919. Vodafone ended the month with 303,749 subscriptions, AirtelTigo recorded a total subscription of 3,565 with MTN recording 2,687 subscriptions.

3.0i. Chart 2 – Fixed Telephony Subscriptions for March 2021

![Fixed Telephony Subscriptions for March 2021]

3.0ii. Chart 3 – Fixed Telephony Market Shares for March 2021

![Fixed Telephony Market Shares for March 2021]
4.0. Data Subscription Figures

With an estimated population of 31,108,574, the total subscriptions of data in the country at the end of March 2021 were 22,936,004. The penetration rate for the period stood at 73.73%.

4.1. Mobile Network Operators (MNOs) Mobile Data Subscription

MTN ended the month of March with 15,615,040 mobile data subscriptions. Their market share for the month under review was 68.49%.

The total number of subscriptions for Vodafone’s mobile data in March 2021 was 2,987,772. This is reflected in their market share of 13.10%

AirtelTigo’s mobile data subscriptions for March 2021 was 3,813,629. Their market share for the month was 16.73%

Glo recorded data subscriber figures of 382,650 at the end of March 2021. This reflects a market share of 1.68%.

4.1. Chart 4 –Mobile Data Market Share for March 2021

![Chart showing mobile data market shares for March 2021](image)

4.2. Fixed Network Data Operators (FNOs) Subscriptions

There are three (3) Operators providing fixed data services in Ghana. They are Vodafone, AirtelTigo and MTN. As at the end of March 2021, the total number of fixed data subscriptions was 85,537 with Vodafone recording 63,208. AirtelTigo and MTN ended the month with 674 and 21,655 subscriptions respectively.
4.2. Chart 5 – Fixed Data Market Share for March 2021

4.3. Broadband Wireless Access (BWA) Operators/Subscriptions

Broadband Data Access (BWA) Operators provide broadband data access through wireless media to consumer and business markets. In Ghana, there are four (4) BWA Operators namely, Surfline, Blu Ghana, Broadband Home and Telesol.

The total subscriptions for BWA stood at 51,376 as at the end of March 2021. Surfline recorded subscriptions of 43,511 whilst Broadband Home ended the month with 1,056 subscriptions. Blu and Busy Internet recorded 116 and 6,693 subscriptions respectively.

4.3. Chart 6 – Fixed Data Market Share for December 2020

*NB: Telesol's subscription figures were unavailable as at the time of the compilation of this report.
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