

DIGITAL REVOLUTION: 99M SUBSCRIPTIONS POWER ECONOMIC TRANSFORMATION

By our Correspondent

Tanzania's Telecommunications Sector has achieved a major milestone, with active subscriptions soaring to 99.3 million as of September 2025.

This 7.1% quarterly surge has pushed the national penetration rate to an extraordinary 145.7%, marking a fundamental shift that is driving commerce, innovation, and social empowerment across the country.

The growth has been overwhelmingly concentrated in the mobile sector and is fundamentally changing the way Tanzanians live and work, prompting the Tanzania Communications Regulatory Authority (TCRA) to laud the digital expansion.

The impact of nearly 100 million connected lines is immediate for small and medium enterprises. In Dar

es Salaam's commercial hub, Kariakoo, electronic sellers like Bosc Michael have seen their business volume triple by leveraging digital connectivity. "Now, every active SIM card is a potential customer," Michael notes.

He utilizes mobile money platforms—a service underpinned by the high subscription rate—to conduct seamless transactions

with customers in distant regions like Mbeya and Kigoma, effectively bypassing traditional banking and cash delivery hurdles. The sheer size of the user base is also fueling an IT innovation sector.

Dar es Salaam-based IT specialist David Mwitwa confirms that every new subscriber expands the addressable market for local tech solutions, from agri-tech apps connecting farmers to buyers, to mobile health services.

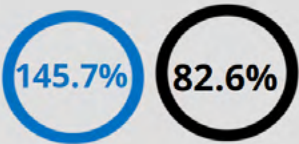
With over 18 million subscriptions concentrated in Dar es Salaam alone, the capital serves as the ideal launchpad for digital services that are rapidly scaled nationwide.

The digital boom is proving instrumental in bridging the developmental gap between the commercial capital and major regional centers, effectively democratizing access to information and opportunities. Local traders and farmers in Tabora Region are experiencing a significant shift in their agricultural



Telecommunication subscriptions

99.3M



Penetration rate



Dr. Jabiri K. Bakari | Director General - TCRA

the widespread use of mobile phones and the resulting access to real-time market data. This digital adoption is dramatically reducing their reliance on traditional middlemen and ensuring fairer trade prices for cash crops like tobacco and groundnuts.

The change highlights a key benefit of Tanzania's soaring telecom subscription rate, which recently surpassed 99 million. For traders in Tabora, this connectivity is translating directly into economic empowerment.

Tabora trader Jaribu Malingumu confirmed the revolutionary impact of having market information instantly available.



"Before, we were often forced to accept the prices offered by the middlemen who came to our villages," Malingumu explained. "They controlled the information, and we had no way of knowing the true price of our crops, like

tobacco and groundnuts, in the major markets of Dar es Salaam or other regions."

"The mobile phone is now our best tool for ensuring we get the true value for our harvest," Malingumu stated. "It has been the most effective way to eliminate the exploitation that we faced for years."

Reliable mobile internet connectivity is transforming the tourism and cross-border trade sectors in Arusha, a key finding following the surge in Tanzania's telecom subscriptions.

Arusha resident and tourism operator, Wema Pallangyo, highlighted the essential role of connectivity in managing global business. "We now use the reliable mobile internet to manage international bookings instantly and streamline complex logistics with neighboring East African countries," Pallangyo stated.

This digital efficiency ensures faster service delivery and robust communication with partners across the region, cementing Arusha's position as a regional commercial and tourist hub. The high level of connectivity is seen as a crucial driver of economic growth in the Northern Circuit.

As a young Dar es Salaam entrepreneur summarized the transformation: "My phone isn't just for calling; it's my bank, my university, and my market. With so many people



connected, we are truly seeing a new era of opportunity for all of Tanzania."

The TCRA welcomed the growth as a "remarkable milestone" and a testament to the success of its digital inclusion policies. The regulator specifically pointed to the increase in Machine-to-Machine (M2M) subscriptions (totaling 1.13 million as

of September 2025) as a key indicator of industrial modernization.

Furthermore, mobile money accounts have increased across all service providers over the three-month period. While the number of mobile money accounts grew at an average rate of 1.6 percent per month during the quarter ending September 2025.

M2M SUBSCRIPTIONS

As of September 2025

1.13 Million ↑ 4.3%

1.08 Million

As of June 2025



Mobile Money Accounts

1.6% ↑



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