

Ghana Food and Drink Report Q3 2016

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Abstracts

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BMI View: Ghana's emerging consumer will drive strong growth in the food and drink industry over our forecast period to 2020. Consumers will adopt more modern diets as the industry attracts investment from multinational food and drink companies. Moreover, an uptick in retail development will encourage the entry of foreign food retailers looking to benefit from the strong long-term growth opportunities the market holds.

Key Trends & Industry Developments

Ghana's economic recovery over 2016 and 2017 will drive industry growth, as consumer spending and investor confidence increase. We forecast real GDP will grow by 4.9% and 5.8% in 2016 and 2017 respectively.

BMI expects demand for bottled water will gain momentum over our five-year forecast period, owing to rising disposable incomes and evolving consumer preferences and tastes.

We forecast strong per capita food consumption growth to 2020 will drive investment in Ghana's formal retailing sector.

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Fan Milk

Guinness Ghana Breweries Limited

Shoprite

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