

# Alcoholic Drinks in Ghana

<https://marketpublishers.com/r/A4072A395C6DEN.html>

Date: June 2023

Pages: 58

Price: US\$ 2,100.00 (Single User License)

ID: A4072A395C6DEN

## Abstracts

While alcoholic drinks are no longer being impacted by the COVID-19 pandemic in 2022, global inflation is impacting pricing and consumers incomes. This is leading to downtrading and is especially impacting premium and luxury brands. Meanwhile, the competitive landscape continues to intensify as players fight for the same consumer base, given how small the market is. As nightlife is still a relatively new concept in Ghana, players in urban areas are forced to compete with each other as this is th...

Euromonitor International's Alcoholic Drinks in Ghana report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Beer, Cider/Perry, RTDs, Spirits, Wine.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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