

Markets Of The Future in Ghana

<https://marketpublishers.com/r/M0557CA9FC1EN.html>

Date: June 2014

Pages: 148

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

ID: M0557CA9FC1EN

Abstracts

Euromonitor International identifies Ghana as one of the twenty Markets of the Future that will offer the most opportunities for consumer goods companies globally. The country is one of the fastest growing and most promising economies in Sub-Saharan Africa. However, market intelligence is extremely limited in this part of the world and the business environment is complicated. Based on in-depth local research, storechecks and interviews with key market players and consumers, for the first time...

Euromonitor International identifies 20 Markets of the Future that will offer the most opportunities for consumer goods companies globally. With market intelligence extremely limited in these parts of the world and the business environments complicated, for the first time, Euromonitor International aims to provide extensive assessment of these major consumer industries. The reports offer comprehensive market sizes and brand shares for all major consumer markets, complemented by analysis of the country's business environment, economic and demographic situation, infrastructure, communications and consumer lifestyles.

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

Why buy this report?

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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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