

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?

Get a detailed picture of the Markets of the Future 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.

Contents

Executive Summary

Economic Growth Fuelled by Diverse and Rich Natural Resources

Although the Government Is Managing Financial and Economic Risks Well, Future Challenges Await

Despite An Increase in Commodities Exports, the Current Account Deficit Widens in Ghana

Urban Population Is Set To Grow

the Country's Weak Agriculture Sector Remains A Major Source of Employment

Ghanaians Tend To Spend the Majority of Their Growing Income on Food and Drinks

Sales of All Consumer Packaged Goods Increase

Table 1 Key Indicators 2013

Table 2 Key Country Forecasts 2013-2020

Table 3 Consumer Markets Forecasts 2013-2018

Country Background

Geography

Chart 1 Location of Ghana

Table 4 Regional Statistics: Population, 2010

Chart 2 Regional Population in Ghana

Table 5 Household Monthly Incomes in Accra, US\$, 2010

Government

Chart 3 Votes Distribution for John Draman Mahama, 2012

Economy

Chart 4 Real GDP Growth: Ghana vs Sub-Saharan Africa 2008-2019

Chart 5 Distribution of GDP by Economic Activity

Table 6 Economic Indicators in Ghana 2009-2013

Table 7 Economic Forecasts Ghana 2014-2018

Chart 6 Ghana's Foreign Trade 2000-2013 (US\$ Million)

Table 8 Top 10 Export Partners 2009-2013

Table 9 Top 10 Import Partners 2009-2013

Business Environment

Table 10 Business Environment Indicators in Ghana 2009-2013

Demography

Table 11 Main Population Indicators 2009-2013

Table 12 Forecasts for Main Population Indicators 2009-2013

Table 13 Population Structure by Gender 2009-2013

Table 14 Population Structure by Urban vs Rural 2009-2013

Chart 7 Regional Population living in Urban Areas (% of total)

Table 15 Population Structure by Age 2009-2013

Consumer Trends

Chart 8 Gross National Income (GNI) Per Capita, Ghana vs Sub-Saharan Africa

Chart 9 Household Source of Income by Locality

Table 16 Income Statistics Ghana 2008-2013

Table 17 Consumer Spending Structure Ghana vs Africa, 2009

Chart 10 Food delivery in Accra

Chart 11 Side Street Foodservice

Energy and Environment

Chart 12 Primary Energy Supply Distribution, 2012

Chart 13 National Grid Network, 2012

Retailing

Chart 14 Melcom Plus Shopping Centre in Accra

Chart 15 Accra Mall

Chart 16 Shoprite in Accra Mall

Chart 17 Shoprite U Save Supermarket in Accra

Chart 18 Evergreen Supermarket in Accra

Chart 19 Corner Shops

Chart 20 Open Market

Communications and Technology

Table 18 Communications in Ghana 2008-2012

Transportation

Chart 21 Road System in Ghana

Table 19 Road Infrastructure in Ghana, 2012

Tourism

Table 20 Arrivals to Ghana 2009-2013

Table 21 Departures from Ghana 2009-2013

Consumer Markets

Packaged Food

Table 22 Sales of Packaged Food by Category: Value 2009-2013

Table 23 Forecast Sales of Packaged Food by Category: Value 2013-2018

Table 24 Sales of Baby Food: Value 2009-2013

Table 25 Baby Food Market Value Shares by Brand: 2013

Table 26 Forecast Sales of Baby Food: Value 2013-2018

Table 27 Sales of Bakery: Value 2009-2013

Table 28 Bakery Market Value Shares by Brand: 2013

Table 29 Forecast Sales of Bakery: Value 2013-2018

Chart 22 Bakery products

Chart 23 Bakery products

Chart 24 Bakery products

Table 30 Sales of Canned/Preserved Food: Value 2009-2013

Table 31 Canned/Preserved Food Market Value Shares by Brand: 2013

Table 32 Forecast Sales of Canned/Preserved Food: Value 2013-2018

Table 33 Sales of Confectionery: Value 2009-2013

Table 34 Confectionery Market Value Shares by Brand: 2013

Table 35 Forecast Sales of Confectionery: Value 2013-2018

Table 36 Sales of Dairy: Value 2009-2013

Table 37 Dairy Market Value Shares by Brand: 2013

Table 38 Forecast Sales of Dairy: Value 2013-2018

Table 39 Sales of Dried Processed Food: Value 2009-2013

Table 40 Dried Processed Food Market Value Shares by Brand: 2013

Table 41 Forecast Sales of Dried Processed Food: Value 2013-2018

Table 42 Sales of Frozen and Chilled Processed Food: Value 2009-2013

Table 43 Frozen and Chilled Processed Food Market Value Shares by Brand: 2013

Table 44 Forecast Sales of Frozen and Chilled Processed Food: Value 2013-2018

Table 45 Sales of Ice Cream: Value 2009-2013

Table 46 Ice Cream Market Value Shares by Brand: 2013

Table 47 Forecast Sales of Ice Cream: Value 2013-2018

Chart 25 Fan Ice Delivery Freezer

Table 48 Sales of Noodles and Pasta: Value 2009-2013

Table 49 Noodles and Pasta Market Value Shares by Brand: 2013

Table 50 Forecast Sales of Noodles and Pasta: Value 2013-2018

Table 51 Sales of Oils and Fats: Value 2009-2013

Table 52 Oils and Fats Market Value Shares by Brand: 2013

Table 53 Forecast Sales of Oils and Fats: Value 2013-2018

Table 54 Sales of Sauces, Dressings and Condiments: Value 2009-2013

Table 55 Sauces, Dressings and Condiments Market Value Shares by Brand: 2013

Table 56 Forecast Sales of Sauces, Dressings and Condiments: Value 2013-2018

Table 57 Sales of Soup: Value 2009-2013

Table 58 Soup Market Value Shares by Brand: 2013

Table 59 Forecast Sales of Soup: Value 2013-2018

Table 60 Sales of Spreads: Value 2009-2013

Table 61 Spreads Market Value Shares by Brand: 2013

Table 62 Forecast Sales of Spreads: Value 2013-2018

Table 63 Sales of Sweet and Savoury Snacks: Value 2009-2013

Table 64 Sweet and Savoury Snacks Market Value Shares by Brand: 2013

Table 65 Forecast Sales of Sweet and Savoury Snacks: Value 2013-2018

Soft Drinks

Table 66 Sales of Soft Drinks by Category: Volume 2009-2013

Table 67 Sales of Soft Drinks by Category: Value 2009-2013

Table 68 Forecast Sales of Soft Drinks by Category: Volume 2013-2018

Table 69 Forecast Sales of Soft Drinks by Category: Value 2013-2018

Chart 26 Retail of Soft Drinks in Accra

Chart 27 Retail of Soft Drinks in Accra

Table 70 Sales of Bottled Water: Value and Volume 2009-2013

Table 71 Bottled Water Market Volume Shares by Brand: 2013

Table 72 Average prices of Bottled Water in Accra: 2013

Table 73 Forecast Sales of Bottled Water: Value and Volume 2013-2018

Chart 28 Water from the Wells

Table 74 Sales of Carbonates: Value and Volume 2009-2013

Table 75 Carbonates Market Volume Shares by Brand: 2013

Table 76 Average prices of Carbonates in Accra: 2013

Table 77 Forecast Sales of Carbonates: Value and Volume 2013-2018

Table 78 Sales of Concentrates: Value 2009-2013

Table 79 Concentrates Market Value Shares by Brand: 2013

Table 80 Average prices of Concentrates in Accra: 2013

Table 81 Forecast Sales of Concentrates: Value 2013-2018

Table 82 Sales of Fruit/Vegetable Juice: Value and Volume 2009-2013

Table 83 Juice Market Volume Shares by Brand: 2013

Table 84 Average Prices of Juice in Accra: 2013

Table 85 Forecast Sales of Juice: Value and Volume 2013-2018

Chart 29 Juice Street Venders in Accra

Table 86 Sales of RTD Coffee and Tea: Value and Volume 2009-2013

Table 87 RTD Coffee and Tea Market Volume Shares by Brand: 2013

Table 88 Forecast Sales of RTD Coffee and Tea: Value and Volume 2013-2018

Table 89 Sales of Sports and Energy Drinks: Value and Volume 2009-2013

Table 90 Sports and Energy Drinks Market Volume Shares by Brand: 2013

Table 91 Average prices of Sports and Energy Drinks in Accra: 2013

Table 92 Forecast Sales of Sports and Energy Drinks: Value and Volume 2013-2018

Hot Drinks

Table 93 Sales of Hot Drinks by Category: Volume 2009-2013

Table 94 Sales of Hot Drinks by Category: Value 2009-2013

Table 95 Forecast Sales of Hot Drinks by Category: Volume 2013-2018

Table 96 Forecast Sales of Hot Drinks by Category: Value 2013-2018

Table 97 Sales of Coffee: Value and Volume 2009-2013

Table 98 Coffee Market Volume Shares by Brand: 2013

Table 99 Forecast Sales of Coffee: Value and Volume 2013-2018

Table 100 Sales of Tea: Value and Volume 2009-2013

Table 101 Tea Market Volume Shares by Brand: 2013

Table 102 Forecast Sales of Tea: Volume and Value 2013-2018

Alcoholic Drinks

Table 103 Sales of Alcoholic Drinks by Category: Volume 2009-2013

Table 104 Sales of Alcoholic Drinks by Category: Value 2009-2013

Table 105 Forecast Sales of Alcoholic Drinks by Category: Volume 2013-2018

Table 106 Forecast Sales of Alcoholic Drinks by Category: Value 2013-2018

Table 107 Sales of Beer: Value and Volume 2009-2013

Table 108 Beer Market Volume Shares by Brand: 2013

Table 109 Average Prices of Beer in Accra: 2013

Table 110 Forecast Sales of Beer: Value and Volume 2013-2018

Chart 30 Pito Beer

Chart 31 Pito Beer Distribution

Table 111 Sales of Cider/Perry: Value and Volume 2009-2013

Table 112 Cider/Perry Market Volume Shares by Brand: 2013

Table 113 Average Prices of Cider/Perry in Accra: 2013

Table 114 Forecast Sales of Cider/Perry: Value and Volume 2013-2018

Table 115 Sales of RTDs/High-Strength Premixes: Value and Volume 2009-2013

Table 116 RTDs/High-Strength Premixes Market Volume Shares by Brand: 2013

Table 117 Average prices of RTDs/High-Strength Premixes in Accra: 2013

Table 118 Forecast Sales of RTDs/High-Strength Premixes: Value and Volume 2013-2018

Table 119 Sales of Spirits: Value and Volume 2009-2013

Table 120 Spirits Market Volume Shares by Brand: 2013

Table 121 Average Prices of Spirits in Accra: 2013

Table 122 Forecast Sales of Spirits: Value and Volume 2013-2018

Table 123 Sales of Wine: Value and Volume 2009-2013

Table 124 Wine Market Volume Shares by Brand: 2013

Table 125 Forecast Sales of Wine: Value and Volume 2013-2018

Tobacco

Table 126 Sales of Tobacco by Category: Value 2009-2013

Table 127 Forecast Sales of Tobacco by Category: Value 2013-2018

Table 128 Sales of Cigarettes: Value and Volume 2009-2013

Table 129 Cigarettes Market Volume Shares by Brand: 2013

Table 130 Average Prices of Cigarettes in Accra: 2013

Table 131 Forecast Sales of Cigarettes: Volume and Value 2013-2018

Table 132 Sales of Cigars and Other Tobacco: Value 2009-2013

Table 133 Forecast Sales of Cigars and Other Tobacco: Value 2013-2018

Beauty and Personal Care

Table 134 Sales of Beauty and Personal Care by Category: Value 2009-2013

Table 135 Forecast Sales of Beauty and Personal Care by Category: Value 2013-2018

Table 136 Sales of Baby and Child-specific Products: Value 2009-2013

Table 137 Baby and Child-specific Products Market Value Shares by Brand: 2013

Table 138 Forecast Sales of Baby and Child-specific Products: Value 2013-2018

Table 139 Sales of Bath and Shower: Value 2009-2013

Table 140 Bath and Shower Market Value Shares by Brand: 2013

Table 141 Forecast Sales of Bath and Shower: Value 2013-2018

Table 142 Sales of Colour Cosmetics: Value 2009-2013

Table 143 Colour Cosmetics Market Value Shares by Brand: 2013

Table 144 Forecast Sales of Colour Cosmetics: Value 2013-2018

Table 145 Sales of Deodorants: Value 2009-2013

Table 146 Deodorants Market Value Shares by Brand: 2013

Table 147 Forecast Sales of Deodorants: Value 2013-2018

Table 148 Sales of Depilatories: Value 2009-2013

Table 149 Depilatories Market Value Shares by Brand: 2013

Table 150 Forecast Sales of Depilatories: Value 2013-2018

Table 151 Sales of Fragrances: Value 2009-2013

Table 152 Fragrances Market Value Shares by Brand: 2013

Table 153 Forecast Sales of Fragrances: Value 2013-2018

Table 154 Sales of Hair Care: Value 2009-2013

Table 155 Hair Care Market Value Shares by Brand: 2013

Table 156 Forecast Sales of Hair Care: Value 2013-2018

Table 157 Sales of Men's Grooming: Value 2009-2013

Table 158 Men's Grooming Market Value Shares by Brand: 2013

Table 159 Forecast Sales of Men's Grooming: Value 2013-2018

Table 160 Sales of Oral Care: Value 2009-2013

Table 161 Oral Care Market Value Shares by Brand: 2013

Table 162 Forecast Sales of Oral Care: Value 2013-2018

Table 163 Sales of Sets/Kits: Value 2009-2013

Table 164 Sets/Kits Market Value Shares by Brand: 2013

Table 165 Forecast Sales of Sets/Kits: Value 2013-2018

Table 166 Sales of Skin Care: Value 2009-2013

Table 167 Skin Care Market Value Shares by Brand: 2013

Table 168 Forecast Sales of Skin Care: Value 2013-2018

Table 169 Sales of Sun Care: Value 2009-2013

Table 170 Sun Care Market Value Shares by Brand: 2013

Table 171 Forecast Sales of Sun Care: Value 2013-2018

Home Care

- Table 172 Sales of Home Care by Category: Value 2009-2013
- Table 173 Forecast Sales of Home Care by Category: Value 2013-2018
- Table 174 Sales of Air Care: Value 2009-2013
- Table 175 Air Care Market Value Shares by Brand: 2013
- Table 176 Forecast Sales of Air Care: Value 2013-2018
- Table 177 Sales of Dishwashing: Value 2009-2013
- Table 178 Dishwashing Market Value Shares by Brand: 2013
- Table 179 Forecast Sales of Dishwashing: Value 2013-2018
- Table 180 Sales of Home Insecticides: Value 2009-2013
- Table 181 Home Insecticides Market Value Shares by Brand: 2013
- Table 182 Forecast Sales of Home Insecticides: Value 2013-2018
- Table 183 Sales of Laundry Care and Bleach: Value 2009-2013
- Table 184 Laundry Care and Bleach Market Value Shares by Brand: 2013
- Table 185 Forecast Sales of Laundry Care and Bleach: Value 2013-2018
- Table 186 Sales of Surface Care and Polishes: Value 2009-2013
- Table 187 Surface Care and Polishes Market Value Shares by Brand: 2013
- Table 188 Forecast Sales of Surface Care and Polishes: Value 2013-2018
- Table 189 Sales of Toilet Care: Value 2009-2013
- Table 190 Toilet Care Market Value Shares by Brand: 2013
- Table 191 Forecast Sales of Toilet Care: Value 2013-2018

Tissue and Hygiene

- Table 192 Sales of Tissue and Hygiene by Category: Value 2009-2013
- Table 193 Forecast Sales of Tissue and Hygiene by Category: Value 2013-2018
- Table 194 Sales of Tissue: Value 2009-2013
- Table 195 Tissue Market Value Shares by Brand: 2013
- Table 196 Forecast Sales of Tissue: Value 2013-2018
- Table 197 Sales of Hygiene: Value 2009-2013
- Table 198 Hygiene Market Value Shares by Brand: 2013
- Table 199 Forecast Sales of Hygiene: Value 2013-2018

Apparel

- Table 200 Sales of Apparel by Category: Value 2009-2013
- Table 201 Forecast Sales of Apparel by Category: Value 2013-2018
- Table 202 Sales of Clothing: Value 2009-2013
- Table 203 Forecast Sales of Clothing: Value 2013-2018
- Chart 32 Street Clothing Retail
- Chart 33 Street Clothing Retail
- Chart 34 Street Clothing Retail
- Chart 35 Street Clothing Retail

Table 204 Sales of Footwear: Value 2009-2013

Table 205 Forecast Sales of Footwear: Value 2013-2018

Chart 36 Footwear Retail

Chart 37 Footwear Retail

Consumer Electronics

Table 206 Sales of Consumer Electronics: Value 2009-2013

Table 207 Forecast Sales of Consumer Electronics: Value 2013-2018

Chart 38 TV Sets Retail in Accra

Chart 39 Mobile Phone Shop in Accra

Consumer Appliances

Table 208 Sales of Consumer Appliances: Value 2009-2013

Table 209 Forecast Sales of Appliances: Value 2013-2018

Chart 40 Street Home Appliances Retail

Chart 41 Street Home Appliances Retail

Chart 42 Street Home Appliances Retail

Chart 43 Street Home Appliances Retail

Chart 44 Home Appliances Street Retail

Automotive

Table 210 Motor Vehicles in Circulation by Category: Volume 2009-2013

Table 211 Sales of New Motor Vehicles by Category: Volume 2009-2013

Definitions

I would like to order

Product name: Markets Of The Future in Ghana

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

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M0557CA9FC1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970