

Soft Drinks in Ghana

<https://marketpublishers.com/r/S0C0DCACA8FAEN.html>

Date: January 2024

Pages: 53

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

ID: S0C0DCACA8FAEN

Abstracts

Soft drinks consumption is growing despite demand being confined to carbonates, bottled water, juice and energy drinks. 2023 saw new entrants and rising local production, driven by rising demand for affordable brands at a time of high inflation and a return to regular socialising. While PET packaging remains dominant, a shift is being seen towards metal beverage cans among premium brands. Flavour innovation is another key trend, with consumers seeking unique flavours across various categories.

Euromonitor International's Soft 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 (2019-2023), 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

Get a detailed picture of the Soft 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.

Contents

Soft Drinks in Ghana
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

SOFT DRINKS IN GHANA

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 14 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 15 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 16 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 17 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 18 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: %

Volume 2023

Table 19 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel:

Volume 2023-2028

Table 20 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: %

Volume Growth 2023-2028

Table 21 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value
2023-2028

Table 22 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value
Growth 2023-2028

Table 23 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume
2023-2028

Table 24 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth
2023-2028

Table 25 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 26 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth
2023-2028

DISCLAIMER

CARBONATES

2023 DEVELOPMENTS

Prospects and Opportunities

Category Data

Table 27 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 28 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 29 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 30 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 31 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 32 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 33 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 34 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 36 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 37 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 38 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 39 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 40 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 41 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth
2023-2028

Table 42 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028**JUICE**

Table 43 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 44 Off-trade Sales of Juice by Category: Value 2018-2023

Table 45 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 46 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 47 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 48 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 49 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 50 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 51 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 52 Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 53 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 54 Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

BOTTLED WATER

Table 55 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 56 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 57 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 58 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 59 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 60 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 61 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 62 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 63 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 64 Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 65 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 66 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SPORTS DRINKS**ENERGY DRINKS**

Table 67 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 68 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 69 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 70 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 71 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 72 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 73 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 74 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
Table 75 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028
Table 76 Forecast Off-trade Sales of Energy Drinks: Value 2023-2028
Table 77 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028
Table 78 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

CONCENTRATES

RTD TEA

RTD COFFEE

Table 79 Off-trade Sales of RTD Coffee: Volume 2018-2023
Table 80 Off-trade Sales of RTD Coffee: Value 2018-2023
Table 81 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023
Table 82 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023
Table 83 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023
Table 84 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023
Table 85 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023
Table 86 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023
Table 87 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028
Table 88 Forecast Off-trade Sales of RTD Coffee: Value 2023-2028
Table 89 Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028
Table 90 Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

I would like to order

Product name: Soft Drinks in Ghana

Product link: <https://marketpublishers.com/r/S0C0DCACA8FAEN.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/S0C0DCACA8FAEN.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