

Staple Foods in Ghana

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Abstracts

Rice and bread remained the most popular staple foods in 2023. The demand for options like pasta, breakfast cereals and processed meat and seafood remained largely limited to more affluent urban dwellers. Further significant rises in unit prices and importation costs in 2023 stimulated a shift to smaller pack sizes and boosted the appeal of local brands. Consumer health consciousness also continued to rise, but again mainly among more affluent consumers, as such products carried high prices.

Euromonitor International's Staple Foods in Ghana report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

Get a detailed picture of the Staple Foods 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

Staple Foods in Ghana
Euromonitor International
February 2024

LIST OF CONTENTS AND TABLES

STAPLE FOODS IN GHANA

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for staple foods?

MARKET DATA

Table 1 Sales of Staple Foods by Category: Volume 2018-2023

Table 2 Sales of Staple Foods by Category: Value 2018-2023

Table 3 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 4 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Staple Foods: % Value 2018-2023

Table 6 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 7 Distribution of Staple Foods by Format: % Value 2018-2023

Table 8 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 9 Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 10 Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

BAKED GOODS

2023 DEVELOPMENTS

Prospects and Opportunities

Category Data

Table 12 Sales of Baked Goods by Category: Volume 2018-2023

Table 13 Sales of Baked Goods by Category: Value 2018-2023

Table 14 Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 15 Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 16 Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 17 Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 18 Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 19 Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

BREAKFAST CEREALS

Table 20 Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 21 Sales of Breakfast Cereals by Category: Value 2018-2023

Table 22 Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 23 Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 24 NBO Company Shares of Breakfast Cereals: % Value 2018-2023

Table 25 LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 26 Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 27 Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 28 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 29 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT

Table 30 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 31 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 32 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023

Table 33 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 34 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2018-2023

Table 35 LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023

Table 36 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028

Table 37 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

Table 38 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

Table 39 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2023-2028

Table 40 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2023-2028

PROCESSED FRUIT AND VEGETABLES

Table 41 Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 42 Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 43 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 44 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Processed Fruit and Vegetables: % Value 2018-2023

Table 46 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 47 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 48 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 49 Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 50 Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

RICE, PASTA AND NOODLES

Table 51 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 52 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 53 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 54 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 55 NBO Company Shares of Rice, Pasta and Noodles: % Value 2018-2023

Table 56 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 57 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 58 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 59 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 60 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

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