

Tobacco in Ghana

<https://marketpublishers.com/r/TFAD3A1F5265EN.html>

Date: May 2024

Pages: 30

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

ID: TFAD3A1F5265EN

Abstracts

In 2023, Ghana's tobacco industry demonstrates resilience with marginal demand increases across categories, primarily driven by continuous price hikes of tobacco products. However, this trend negatively impacts volume sales. The industry is witnessing a shift towards non-traditional categories like shisha and e-vapour products, especially among young consumers. While cigarettes, predominantly British American Tobacco brands, continue to dominate, the preference of young consumers for these moder...

Euromonitor International's Tobacco 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 the new legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

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

Why buy this report?

Get a detailed picture of the Tobacco 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

Tobacco in Ghana
Euromonitor International
May 2024

LIST OF CONTENTS AND TABLES

TOBACCO IN GHANA

EXECUTIVE SUMMARY

Tobacco in 2023: The big picture

Country background

Socioeconomic Trends

Logistics/Infrastructure

MARKET BACKGROUND

Legislation

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies 2023

What next for tobacco?

MARKET DATA

Table 1 Sales of Tobacco by Category: Volume 2018-2023

Table 2 Sales of Tobacco by Category: Value 2018-2023

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

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

Table 5 Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 6 Forecast Sales of Tobacco by Category: Value 2023-2028

Table 7 Forecast Sales of Tobacco by Category: Value 2023-2028

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

DISCLAIMER

CIGARETTES

2023 DEVELOPMENTS

Prospects and Opportunities

Category Data

Table 10 Sales of Cigarettes: Volume 2018-2023

Table 11 Sales of Cigarettes by Category: Value 2018-2023

Table 12 Sales of Cigarettes: % Volume Growth 2018-2023

Table 13 Sales of Cigarettes by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Cigarettes: % Volume 2019-2023

Table 15 LBN Brand Shares of Cigarettes: % Volume 2020-2023

Table 16 Sales of Cigarettes by Distribution Format: % Volume 2018-2023

Table 17 Forecast Sales of Cigarettes: Volume 2023-2028

Table 18 Forecast Sales of Cigarettes by Category: Value 2023-2028

Table 19 Forecast Sales of Cigarettes: % Volume Growth 2023-2028

Table 20 Forecast Sales of Cigarettes by Category: % Value Growth 2023-2028

CIGARS, CIGARILLOS AND SMOKING TOBACCO

Table 21 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2018-2023

Table 22 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2018-2023

Table 23 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2018-2023

Table 24 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2018-2023

Table 25 NBO Company Shares of Cigars and Cigarillos: % Volume 2019-2023

Table 26 LBN Brand Shares of Cigars and Cigarillos: % Volume 2020-2023

Table 27 NBO Company Shares of Smoking Tobacco: % Volume 2019-2023

Table 28 LBN Brand Shares of Smoking Tobacco: % Volume 2020-2023

Table 29 Distribution of Cigars and Cigarillos by Format: % Volume 2018-2023

Table 30 Distribution of Smoking Tobacco by Format: % Volume 2018-2023

Table 31 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2023-2028

Table 32 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2023-2028

Table 33 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2023-2028

Table 34 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2023-2028

SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO

Table 35 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2018-2023

Table 36 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2018-2023

Table 37 NBO Company Shares of Smokeless Tobacco: % Volume 2019-2023

Table 38 LBN Brand Shares of Smokeless Tobacco: % Volume 2020-2023

Table 39 Distribution of Smokeless Tobacco by Format: % Volume 2018-2023

Table 40 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2023-2028

Table 41 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2023-2028

I would like to order

Product name: Tobacco in Ghana

Product link: <https://marketpublishers.com/r/TFAD3A1F5265EN.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/TFAD3A1F5265EN.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