

# Coffee Market in Ghana 2021

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## Abstracts

Coffee is a beverage brewed from the roasted and ground seeds of the tropical evergreen coffee plants of African origin. Coffee contains caffeine, a stimulant that has been shown to increase energy levels and decrease fatigue by altering levels of certain neurotransmitters in the brain. The coffee market in Ghana is set to grow at a healthy compound annual growth rate (CAGR) of 7.1% in the next five years, according to data and analytics company StrategyHelix.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for coffee. The Ghana coffee market is segmented on the basis of product, and distribution channel. By product, the coffee market in Ghana has been segmented into ground coffee, instant coffee, whole bean. According to the research, the ground coffee segment had the largest share in the coffee market in Ghana. Based upon distribution channel, the coffee market in Ghana is categorized into grocery stores, online retailing, supermarkets & hypermarkets, others.

The coffee market in Ghana comprises only a handful of players such as Nestle S.A., Promasidor (South Africa) (Pty) Ltd.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the coffee market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

### Report Scope

Product: ground coffee, instant coffee, whole bean

Distribution channel: grocery stores, online retailing, supermarkets & hypermarkets, others

Years considered: this report covers the period 2017 to 2027

### Key Benefits for Stakeholders

Get a comprehensive picture of the Ghana coffee market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Instant coffee  
Whole bean

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Online retailing  
Supermarkets & hypermarkets  
Others

### **PART 5. KEY COMPANIES**

Nestle S.A.  
Promasidor (South Africa) (Pty) Ltd.  
About StrategyHelix  
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