

Hot Drinks Market in Ghana 2021

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Abstracts

Hot beverages such as tea and coffee are frequently served at temperatures near their brewing temperature. Consumption of hot drinks help in lowering stress and reducing the prevalence of various lifestyle related diseases such as blood pressure, obesity, and stress. The hot drinks market in Ghana is set to grow at a healthy compound annual growth rate (CAGR) of 5% in the next five years, according to data and analytics company StrategyHelix. Rising awareness among the young population regarding the health benefits of consuming hot drinks, changing lifestyles, increasing product availability and retail outlet are expected to boost the market growth in the coming years.

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 hot drinks. The Ghana hot drinks market is segmented on the basis of product, and distribution channel. By product, the hot drinks market in Ghana has been segmented into coffee, tea, others. According to the research, the coffee segment had the largest share in the hot drinks market in Ghana. Based upon distribution channel, the hot drinks market in Ghana is categorized into supermarkets & hypermarkets, groceries, online retailing, others. In 2020, the groceries segment made up the largest share of revenue generated by the hot drinks market.

The hot drinks market in Ghana comprises only a handful of players such as Nestle S.A., Unilever PLC.

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

Report Scope

Product: coffee, tea, others

Distribution channel: supermarkets & hypermarkets, groceries, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Ghana hot drinks market

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

Pinpoint growth sectors and trends for investment

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Nestle S.A.
Unilever PLC
About StrategyHelix
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