

Ghana: Beer and Cider Industry - Analysis, Size, Trends, Consumption, and Forecast

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Abstracts

The Ghanaian Beer and Cider Industry Report Description

This report presents an overview of the Ghanaian beer and cider industry for the period 2020-2024, the effect of recent high-impact world events on it, and a forecast for the industry development in the medium term (2025F-2030F). It is a comprehensive industry report, analyzing multiple products within the beer industry, segmented into several main categories.

This research report provides a strategic analysis of the Ghanaian beer and cider industry and describes the industry size, main market participants, growth and demand drivers, challenges, and other factors that influence the development of the industry.

This analysis includes information about the market volume and value, import, export, foreign trade, and pricing of the main product groups within the industry.

This report covers beer and cider - including beer (including beer and beer-based mixed drinks with an ABV 0.5%) and cider, perry and, rice wines - including fruit wines like cider (made from apples), perry (made from pear), and rice wines (Sake), palm wines, and similar beverages; excluding grape wines, soju and non-alcoholic cider, perry, and rice wines), and is broken down by:

Product groups: Beer; Cider, perry, and rice wines

Price segments: Mass; Mid-priced; Premium

Packaging: Glass; Plastic; Metal; Others

Retail format: Less than 187 ml; 188 - 375 ml; 376 - 500 ml; 501 - 750 ml; 751 - 1.5 l; 1.51 - 3 l; 3.01 l and more

Distribution channels: HoReCa; Retail

Retail distribution channels: Supermarkets and hypermarkets; Convenience stores; Specialist retailers; Independent retailers

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State of the Global Demographics and Economy

This section of the report presents you with historical and forecast data about key macroeconomic indicators of the global demographics and economy:

What are the values of key global economic indicators (GDP, inflation, unemployment, government debt, etc.)?

What are the values of key global demographic indicators (population, growth rate, life expectancy, age and gender, etc.)?

Analysis of the Ghanaian Beer and Cider Industry

This section of the report provides an overview of the market size and dynamics of the beer and cider industry in Ghana, segmented by the main product groups in volume and value terms for the period 2020-2024. It answers the following questions:

What are the size and dynamics of the Ghanaian beer and cider industry in volume and value terms?

How has the Ghanaian beer and cider industry been segmented by product groups in volume and value terms over the past five years?

How is the industry broken down by segments?

What are the major trends affecting the industry?

Which are the major companies on the Ghanaian beer and cider industry and what are their main characteristics?

How fragmented is the competitive landscape?

What is the degree of competition, based on Porter's five forces?

What are the drivers and challenges affecting the industry development?

Ghanaian Beer and Cider Prices

The price section of the industry research report answers:

How is the industry value chain formed?

What is the structure of price formation?

What are the average retail prices of beer and cider in Ghana and how have they changed over the last five years?

What are the average retail prices of the main product groups within the industry?

Foreign Trade Operations of Beer and Cider in Ghana

The foreign trade operations section of the industry report answers:

How has the trade balance developed over the last five years?

Does Ghana import more beer and cider than it exports within each of the main product groups in the industry?

Imports of Beer and Cider to Ghana

The import section of the industry research report answers:

How has the volume and value of beer and cider imports to Ghana changed over the past five years?

How are the Ghanaian beer and cider imports segmented by main product groups?

Which are the major countries that export beer and cider to Ghana?

What are the average prices of beer and cider imported to Ghana and how have they changed over the last five years?

Exports of Beer and Cider from Ghana

The export section of the industry report answers:

How has the volume and value of beer and cider exports from Ghana changed over the past five years?

How are the Ghanaian beer and cider exports segmented by main product groups?

Which are the main recipient countries of the Ghanaian exports of beer and cider?

What are the average prices of beer and cider exported from Ghana and how have they changed over the last five years?

Consumption of Beer and Cider in Ghana

This section of the report answers:

What is the per capita consumption of beer and cider in Ghana in volume and value terms? How has it changed over the past five years?

Ghanaian Beer and Cider Industry Forecast

The final section of the industry report presents a forecast for the industry development in the medium term, based on three scenarios - base, pessimistic, and optimistic. The forecast section answers:

How will the beer and cider industry in Ghana develop over the next six years for each scenario?

What are the forecasted market dynamics of the main product groups within the industry under the base scenario?

Short Methodology

The industry research report is prepared using WMStrategy's proven research methodology. It includes a blend of qualitative and quantitative data. The information comes from official sources and includes insights from market experts (representatives of the main market participants), gathered through semi-structured interviews. For this particular industry report, at least 10 interviews have been conducted with market experts from the leading companies (producers, distributors, retailers, suppliers, etc.). A detailed methodology is available upon request.

Customization

The report will be updated as of the current month of purchase and will be dispatched within five working days after order confirmation. It can be amended to fit your specific data needs and preferences to cover your individual goals. Contact us to share your particular requirements!

Report Benefits

Discover how the beer and cider industry in Ghana performed in the past (in the last five years) and how it will perform in the future (in the next six years);

Track and identify key industry trends and insights behind recent industry changes;

Understand the overall local demand for the main beer and cider product groups;

Discover which are the most promising markets and segments;

Strategically assess the competitive position of the main industry players;

Evaluate how diversified the industry is in terms of competitive intensity, fragmentation, and environment in order to understand competitive threats;

Assess growth potential, opportunities, demand drivers, and challenges in the industry;

Quickly and cost-effectively receive a complete strategic analysis of the industry;

Improve your pitches and presentations by using verified industry data and expert insights;

Make important strategic decisions safely and with confidence;

Receive professional expertise on the industry and its development;

Empower your marketing, branding, strategy, product and business development with

valuable industry insights;

Build your investment strategy by assessing industry attractiveness or company attractiveness;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy and demographics;

Acquire data your competitors might already have and be acting upon.

Report Users

This industry research report is ideal for people who want to gain a comprehensive understanding of the beer and cider industry in Ghana. It is also tailored to help people who need a clear and fact-based analysis of the market size and dynamics, import, export, foreign trade, and pricing of the main product groups within the industry. Most often, these people are professionals actively working in the industry as:

C-suite executives;

Directors;

Industry strategists;

Marketing professionals;

Business development professionals;

Product developers;

Product marketers and strategists;

Product managers;

Project managers;

Suppliers;

Traders.

This report can also bring value to professionals, not actively involved in the industry, such as:

Management consultants;

Investment managers;

Financial professionals;

Bank managers;

M&A managers;

Auditors.

Report Data - Unlock Strategic Decisions

The industry research report presents reliable and verified market data. It provides valuable support to make important strategic decisions regarding:

Strategic planning;
Marketing and sales;
Market and industry evaluation;
Evaluation of market opportunities, risks, and challenges;
Regional evaluation and opportunity analysis;
Market entry;
Market growth;
Pricing and promotion;
New product development;
Distribution;
Sourcing and supply chain management;
Company evaluation;
Mergers and acquisitions.

Contents

INTRODUCTION

RESEARCH METHODOLOGY

EXECUTIVE SUMMARY

PRODUCT DESCRIPTION

STATE OF THE GLOBAL DEMOGRAPHICS AND ECONOMY IN 2020-2024

Characteristics of the Global Demographics

Characteristics of the Global Economy

Forecast for the Development of the Global Economy in the Short Term

ANALYSIS OF THE BEER AND CIDER INDUSTRY IN GHANA IN 2020-2024

Volume, Value, and Dynamics of the Ghanaian Beer and Cider Industry

Structure of the Beer and Cider Industry in Ghana by Product Groups in Volume and Value Terms

Breakdown of the Ghanaian Beer and Cider Industry by Segments

Trends and Insights of the Ghanaian Beer and Cider Industry

Profiles of the Main Players in the Ghanaian Beer and Cider Industry

Five Forces Analysis

Competitive Landscape on the Beer and Cider Industry in Ghana

Drivers and Challenges That Will Affect the Future Development of the Ghanaian Beer and Cider Industry

ANALYSIS OF THE PRICES OF BEER AND CIDER IN GHANA IN 2020-2024

Value Chain Analysis

Structure of Price Formation

Average Retail Prices of Beer and Cider in Ghana, Broken Down by Product Groups

ANALYSIS OF THE FOREIGN TRADE OPERATIONS OF BEER AND CIDER IN GHANA IN 2020-2024

Structure of the Foreign Trade Operations of Beer and Cider in Ghana, Broken Down by Product Groups

ANALYSIS OF THE IMPORTS OF BEER AND CIDER TO GHANA IN 2020-2024

Volume, Value, and Dynamics of the Imports of Beer and Cider to Ghana

Structure of the Imports of Beer and Cider to Ghana, Broken Down by Product Groups

Average Import Prices of Beer and Cider, Broken Down by Product Groups

ANALYSIS OF THE EXPORTS OF BEER AND CIDER FROM GHANA IN 2020-2024

Volume, Value, and Dynamics of the Exports of Beer and Cider from Ghana

Structure of the Exports of Beer and Cider from Ghana, Broken Down by Product Groups

Average Export Prices of Beer and Cider, Broken Down by Product Groups

ANALYSIS OF THE CONSUMPTION OF BEER AND CIDER IN GHANA IN 2020-2024

Volume, Value, and Dynamics of the Per Capita Consumption of Beer and Cider in Ghana

FORECAST FOR THE DEVELOPMENT OF THE BEER AND CIDER INDUSTRY IN

Ghana: Beer and Cider Industry - Analysis, Size, Trends, Consumption, and Forecast

GHANA IN 2025F-2030F

Forecast for the Development of the Beer and Cider Industry in Ghana Under Three Possible Scenarios

Forecast for the Development of the Beer and Cider Industry in Ghana (Base Scenario), Broken Down by Product Groups

About

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