

## **Alcoholic Drinks in Ghana**

Market Direction | 2022-07-08 | 55 pages | Euromonitor

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### **Report description:**

In 2021, alcoholic drinks continue to be impacted by the COVID-19 pandemic. Meanwhile, Ghana's strong tradition of artisanal alcohol production has underpinned the development of a robust alcoholic drinks industry. Many poor people still prefer unpackaged artisanal products, presenting competition to the industry. However, urbanisation and rising incomes are underpinning a shift from artisanal to packaged alcoholic drinks. The increasing acceptance of alcohol in Ghanaian society and rising inter...

Euromonitor International's Alcoholic Drinks 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 (2017-2021), 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 they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- \* Get a detailed picture of the Alcoholic Drinks 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.

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## Table of Contents:

Alcoholic Drinks in Ghana  
Euromonitor International  
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### List Of Contents And Tables

#### ALCOHOLIC DRINKS IN GHANA

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

Legislation

Taxation and duty levies

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021

What next for alcoholic drinks?

##### Market Data

Table 1 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 2 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 3 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 5 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 9 GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 10 □ Distribution of Alcoholic Drinks by Format: % Off-trade Volume 2016-2021

Table 11 □ Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 12 □ Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 13 □ Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 14 □ Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 15 □ Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

##### DISCLAIMER

##### BEER

##### 2021 Developments

##### Prospects and Opportunities

##### Category Data

Table 16 □ Sales of Beer by Category: Total Volume 2016-2021

Table 17 □ Sales of Beer by Category: Total Value 2016-2021

Table 18 □ Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 19 □ Sales of Beer by Category: % Total Value Growth 2016-2021

Table 20 □ Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 21 □ Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 22 □ Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 23 □ Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 24 □ GBO Company Shares of Beer: % Total Volume 2017-2021

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Table 25 □NBO Company Shares of Beer: % Total Volume 2017-2021  
Table 26 □LBN Brand Shares of Beer: % Total Volume 2018-2021  
Table 27 □Forecast Sales of Beer by Category: Total Volume 2021-2026  
Table 28 □Forecast Sales of Beer by Category: Total Value 2021-2026  
Table 29 □Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026  
Table 30 □Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

#### WINE

Table 31 □Sales of Wine by Category: Total Volume 2016-2021  
Table 32 □Sales of Wine by Category: Total Value 2016-2021  
Table 33 □Sales of Wine by Category: % Total Volume Growth 2016-2021  
Table 34 □Sales of Wine by Category: % Total Value Growth 2016-2021  
Table 35 □Sales of Wine by Off-trade vs On-trade: % Volume Breakdown 2016-2021  
Table 36 □Sales of Wine by Off-trade vs On-trade: % Value Breakdown 2016-2021  
Table 37 □Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021  
Table 38 □Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021  
Table 39 □Forecast Sales of Wine by Category: Total Volume 2021-2026  
Table 40 □Forecast Sales of Wine by Category: Total Value 2021-2026  
Table 41 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026  
Table 42 □Forecast Sales of Wine by Category: % Total Value Growth 2021-2026

#### SPIRITS

Table 43 □Sales of Spirits by Category: Total Volume 2016-2021  
Table 44 □Sales of Spirits by Category: Total Value 2016-2021  
Table 45 □Sales of Spirits by Category: % Total Volume Growth 2016-2021  
Table 46 □Sales of Spirits by Category: % Total Value Growth 2016-2021  
Table 47 □Sales of Spirits by Off-trade vs On-trade: % Volume Breakdown 2016-2021  
Table 48 □Sales of Spirits by Off-trade vs On-trade: % Value Breakdown 2016-2021  
Table 49 □Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021  
Table 50 □Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021  
Table 51 □GBO Company Shares of Spirits: % Total Volume 2017-2021  
Table 52 □NBO Company Shares of Spirits: % Total Volume 2017-2021  
Table 53 □LBN Brand Shares of Spirits: % Total Volume 2018-2021  
Table 54 □Forecast Sales of Spirits by Category: Total Volume 2021-2026  
Table 55 □Forecast Sales of Spirits by Category: Total Value 2021-2026  
Table 56 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026  
Table 57 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

#### CIDER/PERRY

Table 58 □Sales of Cider/Perry: Total Volume 2016-2021  
Table 59 □Sales of Cider/Perry: Total Value 2016-2021  
Table 60 □Sales of Cider/Perry: % Total Volume Growth 2016-2021  
Table 61 □Sales of Cider/Perry: % Total Value Growth 2016-2021  
Table 62 □Sales of Cider/Perry by Off-trade vs On-trade: Volume 2016-2021  
Table 63 □Sales of Cider/Perry by Off-trade vs On-trade: Value 2016-2021  
Table 64 □Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2016-2021  
Table 65 □Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2016-2021  
Table 66 □GBO Company Shares of Cider/Perry: % Total Volume 2017-2021  
Table 67 □NBO Company Shares of Cider/Perry: % Total Volume 2017-2021  
Table 68 □LBN Brand Shares of Cider/Perry: % Total Volume 2018-2021

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Table 69 □Forecast Sales of Cider/Perry: Total Volume 2021-2026

Table 70 □Forecast Sales of Cider/Perry: Total Value 2021-2026

Table 71 □Forecast Sales of Cider/Perry: % Total Volume Growth 2021-2026

Table 72 □Forecast Sales of Cider/Perry: % Total Value Growth 2021-2026

RTDS

Table 73 □Sales of RTDs by Category: Total Volume 2016-2021

Table 74 □Sales of RTDs by Category: Total Value 2016-2021

Table 75 □Sales of RTDs by Category: % Total Volume Growth 2016-2021

Table 76 □Sales of RTDs by Category: % Total Value Growth 2016-2021

Table 77 □Sales of RTDs by Off-trade vs On-trade: Volume 2016-2021

Table 78 □Sales of RTDs by Off-trade vs On-trade: Value 2016-2021

Table 79 □Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 80 □Sales of RTDs by Off-trade vs On-trade: % Value Growth 2016-2021

Table 81 □GBO Company Shares of RTDS: % Total Volume 2017-2021

Table 82 □NBO Company Shares of RTDS: % Total Volume 2017-2021

Table 83 □LBN Brand Shares of RTDS: % Total Volume 2018-2021

Table 84 □Forecast Sales of RTDs by Category: Total Volume 2021-2026

Table 85 □Forecast Sales of RTDs by Category: Total Value 2021-2026

Table 86 □Forecast Sales of RTDs by Category: % Total Volume Growth 2021-2026

Table 87 □Forecast Sales of RTDs by Category: % Total Value Growth 2021-2026

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