

Soft Drinks in Ghana

Market Direction | 2023-01-16 | 49 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Off-trade volume sales of soft drinks continued to expand during 2021, albeit at a significantly slower rate than in the review period prior to the pandemic due to the economic shock of COVID-19. Bottled water dominates demand for soft drinks, as it is regarded as essential because tap water is generally not potable in Ghana. As local consumers grow more health conscious, this is boosting demand for bottled water and juice at the expense of carbonates.

Euromonitor International's Soft 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 (2018-2022), 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Soft Drinks in Ghana
Euromonitor International
January 2023

List Of Contents And Tables

SOFT DRINKS IN GHANA

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by: Volume Channel 2017-2022

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by: % Volume Growth Channel 2017-2022

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 10 □ Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 11 □ Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 12 □ Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 13 □ NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 14 □ LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 15 □ NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 16 □ LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 17 □ Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 18 □ Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 19 □ Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 20 □ Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 21 □ Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 22 □ Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 23 □ Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 24 □ Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 25 □ Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 26 □ Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

DISCLAIMER

CARBONATES

2022 Developments

Prospects and Opportunities

Category Data

Table 27 □ Off-trade vs On-trade Sales of Carbonates: Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 28 □Off-trade vs On-trade Sales of Carbonates: Value 2017-2022
 Table 29 □Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2017-2022
 Table 30 □Off-trade vs On-trade Sales of Carbonates: % Value Growth 2017-2022
 Table 31 □Off-trade Sales of Carbonates by Category: Volume 2017-2022
 Table 32 □Off-trade Sales of Carbonates by Category: Value 2017-2022
 Table 33 □Off-trade Sales of Carbonates by Category: % Volume Growth 2017-2022
 Table 34 □Off-trade Sales of Carbonates by Category: % Value Growth 2017-2022
 Table 35 □NBO Company Shares of Off-trade Carbonates: % Volume 2018-2022
 Table 36 □LBN Brand Shares of Off-trade Carbonates: % Volume 2019-2022
 Table 37 □NBO Company Shares of Off-trade Carbonates: % Value 2018-2022
 Table 38 □LBN Brand Shares of Off-trade Carbonates: % Value 2019-2022
 Table 39 □Forecast Off-trade Sales of Carbonates by Category: Volume 2022-2027
 Table 40 □Forecast Off-trade Sales of Carbonates by Category: Value 2022-2027
 Table 41 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2022-2027
 Table 42 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2022-2027

JUICE

Table 43 □Off-trade Sales of Juice by Category: Volume 2017-2022
 Table 44 □Off-trade Sales of Juice by Category: Value 2017-2022
 Table 45 □Off-trade Sales of Juice by Category: % Volume Growth 2017-2022
 Table 46 □Off-trade Sales of Juice by Category: % Value Growth 2017-2022
 Table 47 □NBO Company Shares of Off-trade Juice: % Volume 2018-2022
 Table 48 □LBN Brand Shares of Off-trade Juice: % Volume 2019-2022
 Table 49 □NBO Company Shares of Off-trade Juice: % Value 2018-2022
 Table 50 □LBN Brand Shares of Off-trade Juice: % Value 2019-2022
 Table 51 □Forecast Off-trade Sales of Juice by Category: Volume 2022-2027
 Table 52 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027
 Table 53 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027
 Table 54 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

BOTTLED WATER

Table 55 □Off-trade Sales of Bottled Water by Category: Volume 2017-2022
 Table 56 □Off-trade Sales of Bottled Water by Category: Value 2017-2022
 Table 57 □Off-trade Sales of Bottled Water by Category: % Volume Growth 2017-2022
 Table 58 □Off-trade Sales of Bottled Water by Category: % Value Growth 2017-2022
 Table 59 □NBO Company Shares of Off-trade Bottled Water: % Volume 2018-2022
 Table 60 □LBN Brand Shares of Off-trade Bottled Water: % Volume 2019-2022
 Table 61 □NBO Company Shares of Off-trade Bottled Water: % Value 2018-2022
 Table 62 □LBN Brand Shares of Off-trade Bottled Water: % Value 2019-2022
 Table 63 □Forecast Off-trade Sales of Bottled Water by Category: Volume 2022-2027
 Table 64 □Forecast Off-trade Sales of Bottled Water by Category: Value 2022-2027
 Table 65 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2022-2027
 Table 66 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2022-2027

SPORTS DRINKS

ENERGY DRINKS

Table 67 □Off-trade Sales of Energy Drinks: Volume 2017-2022
 Table 68 □Off-trade Sales of Energy Drinks: Value 2017-2022
 Table 69 □Off-trade Sales of Energy: % Volume Growth Drinks2017-2022
 Table 70 □Off-trade Sales of Energy: % Value Growth Drinks2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 71 □NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022

Table 72 □LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022

Table 73 □NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022

Table 74 □LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022

Table 75 □Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027

Table 76 □Forecast Off-trade Sales of Energy: Value Drinks2022-2027

Table 77 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027

Table 78 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

CONCENTRATES

RTD TEA

RTD COFFEE

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Soft Drinks in Ghana

Market Direction | 2023-01-16 | 49 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-08
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com