

Retail in Ghana

Market Direction | 2023-03-29 | 35 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1675.00
- Multiple User License (1 Site) €3350.00
- Multiple User License (Global) €5025.00

Report description:

Retailing saw a surge in current value sales as inflation rates soared in 2022. With retailers still struggling to recover post-pandemic, consumer purchasing power was hit by rising retail prices. Consumers made cutbacks and focused on essential purchases. Grocery retailers fared better than non-grocery retailers as consumers prioritised essential goods. Informal retailers are proving highly attractive to many seeking affordable product offerings and the convenience of shopping close to home. Ne...

Euromonitor International's Retail in Ghana report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce, Retail Offline.

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

Why buy this report?

- * Get a detailed picture of the Retail 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Retail in Ghana

Euromonitor International

March 2023

List Of Contents And Tables

RETAIL IN GHANA

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 3 Sales in Retail Offline by Channel: Value 2017-2022

Table 4 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 5 Retail Offline Outlets by Channel: Units 2017-2022

Table 6 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 7 Sales in Non-Store Retailing by Channel: Value 2017-2022

Table 8 Sales in Non-Store Retailing by Channel: % Value Growth 2017-2022

Table 9 Retail GBO Company Shares: % Value 2018-2022

Table 10 □Retail GBN Brand Shares: % Value 2019-2022

Table 11 □Retail Offline GBO Company Shares: % Value 2018-2022

Table 12 □Retail Offline GBN Brand Shares: % Value 2019-2022

Table 13 □Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 14 □Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 15 □Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 16 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 17 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 18 □Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 19 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 20 □Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 21 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

GROCERY RETAILERS

2022 Developments

Prospects and Opportunities

Channel Data

Table 22 □Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 23 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 24 □Sales in Grocery Retailers by Channel: Value 2017-2022

Table 25 □Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 26 □Grocery Retailers Outlets by Channel: Units 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 27 □Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
 Table 28 □Grocery Retailers GBO Company Shares: % Value 2018-2022
 Table 29 □Grocery Retailers GBN Brand Shares: % Value 2019-2022
 Table 30 □Grocery Retailers LBN Brand Shares: Outlets 2019-2022
 Table 31 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
 Table 32 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
 Table 33 □Forecast Sales in Grocery Retailers by Channel: Value 2022-2027
 Table 34 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027
 Table 35 □Forecast Grocery Retailers Outlets by Channel: Units 2022-2027
 Table 36 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

NON-GROCERY RETAILERS

Table 37 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
 Table 38 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
 Table 39 □Non-Grocery Retailers GBO Company Shares: % Value 2018-2022
 Table 40 □Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022
 Table 41 □Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022
 Table 42 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
 Table 43 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

DIRECT SELLING

Table 44 □Direct Selling by Product: Value 2017-2022
 Table 45 □Direct Selling by Product: % Value Growth 2017-2022
 Table 46 □Direct Selling GBO Company Shares: % Value 2018-2022
 Table 47 □Direct Selling GBN Brand Shares: % Value 2019-2022
 Table 48 □Direct Selling Forecasts by Product: Value 2022-2027
 Table 49 □Direct Selling Forecasts by Product: % Value Growth 2022-2027

RETAIL E-COMMERCE

Table 50 □Sales in Retail E-Commerce by Product: Value 2017-2022
 Table 51 □Sales in Retail E-Commerce by Product: % Value Growth 2017-2022
 Table 52 □Retail E-Commerce GBO Company Shares: % Value 2018-2022
 Table 53 □Retail E-Commerce GBN Brand Shares: % Value 2019-2022
 Table 54 □Forecast Sales in Retail E-Commerce by Product: Value 2022-2027
 Table 55 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Retail in Ghana

Market Direction | 2023-03-29 | 35 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	€1675.00
	Multiple User License (1 Site)	€3350.00
	Multiple User License (Global)	€5025.00
		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	2025-05-05
		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