

Tobacco in Ghana

Market Direction | 2023-07-04 | 31 pages | Euromonitor

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Report description:

Tobacco use in Ghana remains low due to strong societal and cultural disapproval of smoking. It was further negatively impacted in 2022 by high unit price rises due to depreciation of the local currency and tax rises. Volume sales of cigarettes declined while illicit trade grew as consumers sought affordable products. Shisha (Middle Eastern pipe tobacco) continued to grow, with sales stimulated by consumer interest in its diversity of flavours and its consumption through social settings.

Euromonitor International's Tobacco 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 the new legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

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

Why buy this report?

- * Get a detailed picture of the Tobacco 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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