

Alcoholic Drinks in Ghana

Market Direction | 2024-06-26 | 57 pages | Euromonitor

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Report description:

In 2023, alcoholic drinks in Ghana is facing significant challenges due to exceptionally high inflation, which averaged above 40%. This economic strain has negatively impacted the overall performance of alcoholic drinks compared to 2022. Despite this, volume growth has remained positive, though at reduced levels. Both on-trade and off-trade channels have experienced lower growth rates. Stout emerged as a robust performer within the beer category, while spirit-based RTDs are gaining popularity, d...

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 (2019-2023), 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 2028 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
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List Of Contents And Tables

ALCOHOLIC DRINKS IN GHANA

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

Legislation

Taxation and duty levies

Table 1 Taxation and Duty Levies on Alcoholic Drinks 2023

What next for alcoholic drinks?

MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Volume 2018-2023

Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 15 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

BEER

2023 Developments

Prospects and Opportunities

Category Data

Table 17 Sales of Beer by Category: Total Volume 2018-2023

Table 18 Sales of Beer by Category: Total Value 2018-2023

Table 19 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 20 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 21 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 22 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 23 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 24 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 25 GBO Company Shares of Beer: % Total Volume 2019-2023

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Table 26 □NBO Company Shares of Beer: % Total Volume 2019-2023
 Table 27 □LBN Brand Shares of Beer: % Total Volume 2020-2023
 Table 28 □Forecast Sales of Beer by Category: Total Volume 2023-2028
 Table 29 □Forecast Sales of Beer by Category: Total Value 2023-2028
 Table 30 □Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028
 Table 31 □Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

WINE

Table 32 □Sales of Wine by Category: Total Volume 2018-2023
 Table 33 □Sales of Wine by Category: Total Value 2018-2023
 Table 34 □Sales of Wine by Category: % Total Volume Growth 2018-2023
 Table 35 □Sales of Wine by Category: % Total Value Growth 2018-2023
 Table 36 □Sales of Wine by Off-trade vs On-trade: % Volume Breakdown 2018-2023
 Table 37 □Sales of Wine by Off-trade vs On-trade: % Value Breakdown 2018-2023
 Table 38 □Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023
 Table 39 □Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023
 Table 40 □Forecast Sales of Wine by Category: Total Volume 2023-2028
 Table 41 □Forecast Sales of Wine by Category: Total Value 2023-2028
 Table 42 □Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028
 Table 43 □Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

SPIRITS

Table 44 □Sales of Spirits by Category: Total Volume 2018-2023
 Table 45 □Sales of Spirits by Category: Total Value 2018-2023
 Table 46 □Sales of Spirits by Category: % Total Volume Growth 2018-2023
 Table 47 □Sales of Spirits by Category: % Total Value Growth 2018-2023
 Table 48 □Sales of Spirits by Off-trade vs On-trade: % Volume Breakdown 2018-2023
 Table 49 □Sales of Spirits by Off-trade vs On-trade: % Value Breakdown 2018-2023
 Table 50 □Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023
 Table 51 □Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023
 Table 52 □GBO Company Shares of Spirits: % Total Volume 2019-2023
 Table 53 □NBO Company Shares of Spirits: % Total Volume 2019-2023
 Table 54 □LBN Brand Shares of Spirits: % Total Volume 2020-2023
 Table 55 □Forecast Sales of Spirits by Category: Total Volume 2023-2028
 Table 56 □Forecast Sales of Spirits by Category: Total Value 2023-2028
 Table 57 □Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028
 Table 58 □Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

CIDER/PERRY

Table 59 □Sales of Cider/Perry: Total Volume 2018-2023
 Table 60 □Sales of Cider/Perry: Total Value 2018-2023
 Table 61 □Sales of Cider/Perry: % Total Volume Growth 2018-2023
 Table 62 □Sales of Cider/Perry: % Total Value Growth 2018-2023
 Table 63 □Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023
 Table 64 □Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023
 Table 65 □Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023
 Table 66 □Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023
 Table 67 □GBO Company Shares of Cider/Perry: % Total Volume 2019-2023
 Table 68 □NBO Company Shares of Cider/Perry: % Total Volume 2019-2023
 Table 69 □LBN Brand Shares of Cider/Perry: % Total Volume 2020-2023

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Table 70	Forecast Sales of Cider/Perry: Total Volume 2023-2028
Table 71	Forecast Sales of Cider/Perry: Total Value 2023-2028
Table 72	Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028
Table 73	Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028
RTDS	
Table 74	Sales of RTDs by Category: Total Volume 2018-2023
Table 75	Sales of RTDs by Category: Total Value 2018-2023
Table 76	Sales of RTDs by Category: % Total Volume Growth 2018-2023
Table 77	Sales of RTDs by Category: % Total Value Growth 2018-2023
Table 78	Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023
Table 79	Sales of RTDs by Off-trade vs On-trade: Value 2018-2023
Table 80	Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 81	Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023
Table 82	GBO Company Shares of RTDS: % Total Volume 2019-2023
Table 83	NBO Company Shares of RTDS: % Total Volume 2019-2023
Table 84	LBN Brand Shares of RTDS: % Total Volume 2020-2023
Table 85	Forecast Sales of RTDs by Category: Total Volume 2023-2028
Table 86	Forecast Sales of RTDs by Category: Total Value 2023-2028
Table 87	Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028
Table 88	Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

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