

## **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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Euromonitor International  
June 2024

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