

Staple Foods in Ghana

Market Direction | 2025-01-16 | 48 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

Report description:

The staple foods market in Ghana continued to be significantly impacted by inflation in 2024. Prices rose across product categories with an increasing proportion of consumers' disposable incomes being required for staple foods, while the broader increase in the cost of living placed further significant constraints on consumer spending. Rice and bread remained key staple foods, but demand for products like pasta and breakfast cereals remained largely limited to more affluent urban dwellers.

Euromonitor International's Staple Foods in Ghana report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2020-2024, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2029, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- * Get a detailed picture of the Staple Foods 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:

Staple Foods in Ghana
Euromonitor International
January 2025

List Of Contents And Tables

STAPLE FOODS IN GHANA

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for staple foods?

MARKET DATA

Table 1 Sales of Staple Foods by Category: Volume 2019-2024

Table 2 Sales of Staple Foods by Category: Value 2019-2024

Table 3 Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 4 Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Staple Foods: % Value 2019-2024

Table 6 LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Staple Foods by Format: % Value 2019-2024

Table 9 Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 10 □Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 11 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

BAKED GOODS

2024 Developments

Prospects and Opportunities

Category Data

Table 13 □Sales of Baked Goods by Category: Volume 2019-2024

Table 14 □Sales of Baked Goods by Category: Value 2019-2024

Table 15 □Sales of Baked Goods by Category: % Volume Growth 2019-2024

Table 16 □Sales of Baked Goods by Category: % Value Growth 2019-2024

Table 17 □NBO Company Shares of Baked Goods: % Value 2019-2024

Table 18 □LBN Brand Shares of Baked Goods: % Value 2021-2024

Table 19 □Forecast Sales of Baked Goods by Category: Volume 2024-2029

Table 20 □Forecast Sales of Baked Goods by Category: Value 2024-2029

Table 21 □Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029

Table 22 □Forecast Sales of Baked Goods by Category: % Value Growth 2024-2029

BREAKFAST CEREALS

Table 23 □Sales of Breakfast Cereals by Category: Volume 2019-2024

Table 24 □Sales of Breakfast Cereals by Category: Value 2019-2024

Table 25 □Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024

Table 26 □Sales of Breakfast Cereals by Category: % Value Growth 2019-2024

Table 27 □NBO Company Shares of Breakfast Cereals: % Value 2019-2024

Table 28 □LBN Brand Shares of Breakfast Cereals: % Value 2021-2024

Table 29 □Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029

Table 30 □Forecast Sales of Breakfast Cereals by Category: Value 2024-2029

Table 31 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029

Table 32 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT

Table 33 □Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024

Table 34 □Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024

Table 35 □Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024

Table 36 □Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024

Table 37 □NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2024

Table 38 □LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024

Table 39 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029

Table 40 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

Table 41 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

Table 42 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2024-2029

Table 43 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2024-2029

PROCESSED FRUIT AND VEGETABLES

Table 44 □Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024

Table 45 □Sales of Processed Fruit and Vegetables by Category: Value 2019-2024

Table 46 □Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024

Table 47 □Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024

Table 48 □NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2024

Table 49 □LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024

Table 50 □Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029

Table 51 □Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029

Table 52 □Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029

Table 53 □Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

RICE, PASTA AND NOODLES

Table 54 □Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024

Table 55 □Sales of Rice, Pasta and Noodles by Category: Value 2019-2024

Table 56 □Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024

Table 57 □Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024

Table 58 □NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2024

Table 59 □LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024

Table 60 □Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029

Table 61 □Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029

Table 62 □Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029

Table 63 □Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Staple Foods in Ghana

Market Direction | 2025-01-16 | 48 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	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		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*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-13
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com