

Ghana Fruit Juice Market Report and Forecast 2025-2034

Market Report | 2025-07-15 | 113 pages | EMR Inc.

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Report description:

The Ghana fruit juice market size attained a value of USD 231.30 Million in 2024. The market is further expected to grow at a CAGR of 5.80% between 2025 and 2034, to reach a value of USD 406.47 Million by 2034.

Key Trends in the Market

Fruit juice refers to a beverage that is made primarily out of fresh fruits. In fruit juices, the level of free amino acids is relatively lower as compared to levels of organic acids and sugars, due to which these beverages are considered to be healthier. The preparation of a fruit juice can be as simple as crushing or squeezing some fruit. The texture and appearance of fruit juice can vary widely depending upon the fruits used.

- Fruits such as pineapple, orange, mango, melon, and guava, among others are widely grown in Ghana. Hence, the demand for fruit juice of these flavours is witnessing a spike, leading to a heightened growth of the Ghana fruit juice market.
- The increasing demand for clean-labelled branded fruit juices, supported by the thriving e-commerce sector is posing a positive impact on the fruit juice market in Ghana. In addition, innovative types of fruit juices are a growing trend, including nectars, concentrates and powdered juice.
- The increasing inclination towards health and fitness, owing to the increasing participation in sporting activities and adventures is increasing the focus on healthy foods and beverages, which is likely to expand the Ghana fruit juice market in the forecast period.
- The rising prevalence of chronic conditions and lifestyle issues such as respiratory dysfunction, tuberculosis, diabetes, insomnia, and malnutrition, among others, is likely to fuel the demand of fruit juice, as it is filled with vitamins and minerals.

Market Segmentation

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The EMR's report titled "Ghana Fruit Juice Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Type

- 100% Fruit Juice
- Nectars
- Concentrates
- Powdered Juice
- Others

Market Breakup by Flavour

- Orange
- Pineapple
- Apple
- Mixed Fruit
- Others

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Specialty Food Stores
- Online
- Others

Market Share by Type

The 100% fruit juice segment, based on type, accounts for a healthy share of the Ghana fruit juice market as 100% fruit juice contains more fruit content and nutrition as compared to other types of fruit juices. Furthermore, 100% fruit juice can help improve weight management, improve nutrition intake, and is available in numerous flavours that appeal to children and adolescents. Meanwhile, powdered juice products of different flavours, such as mango, pineapple, and freeze dried miracle berry fruit powder, among others, are gaining traction in the country, leading to a steady growth of the powdered fruit juice segment.

Market Share by Distribution Channel

Based on distribution channel, the supermarkets and hypermarkets segment occupies a significant share in the Ghana fruit juice market. This can be attributed to the growing availability of large and well-stocked supermarkets and hypermarkets across Accra, Kwabenya, Tema, and Kumasi, among other urban and semi-urban areas. These supermarkets and hypermarkets provide fresh fruits and premium packaged fruit juice products with a variety of flavour and form options to cater to varying consumer preferences. Over the forecast period, this segment is expected to be bolstered by the rise in disposable income, increasing urban development initiatives, and rising enthusiasm of consumers towards bulk grocery purchasing.

Competitive Landscape

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The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The report gives a detailed analysis of the following key players in the Ghana fruit juice market, covering their competitive landscape and latest developments like mergers, acquisitions, investments and expansion plans.

Welch Foods, Inc

Welch Foods, Inc., also known as a Welch's, is a food company which provides 100% juices, juice drinks, refrigerated juices, diet and light juices, fruit spreads, sparkling juice, and snacks. It is a manufacturer and marketer of cocktails. The company was founded in the year 1869 and is headquartered in Massachusetts, United States.

Ekumfi Fruits & Juices Limited

Ekumfi Fruits & Juices Limited is a juice company which locally manufactures fruit juices in Ghana. The organisation came was founded in 2019 under the government's flagship programme, the One District One Factory (1D1F) initiative. The portfolio of this company includes fresh pineapples, lemons, oranges, mangoes, and juices, among others. It is headquartered in Ekumfi Abor in Ghana.

Blue Skies holding Limited

Blue Skies holding Limited is a company which caters to the food industry demands by producing, preparing, and marketing fresh cut fruits and fresh fruit juices to retailers and supermarket owners across the world. The company was founded in the year 1997 and is currently headquartered in Pitsford in the United Kingdom

Other market players include Quarcoc Initiatives Co. Ltd, Multi Pac Ltd, and Frutelli Ghana Ltd, among others.

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