

Ghana Fruit Juice Market Report and Forecast 2025-2034

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

AVAILABLE LICENSES:

- Single User License \$3599.00
- Five User License \$4249.00
- Corporate License \$5099.00

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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 Quarcoo Initiatives Co. Ltd, Multi Pac Ltd, and Frutelli Ghana Ltd, among others.

Table of Contents:

- 1 Executive Summary
 - 1.1 Market Size 2024-2025
 - 1.2 Market Growth 2025(F)-2034(F)
 - 1.3 Key Demand Drivers
 - 1.4 Key Players and Competitive Structure
 - 1.5 Industry Best Practices
 - 1.6 Recent Trends and Developments
 - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Regions
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth

- 3.3 Inflation Trends
- 3.4 Democracy Index
- 3.5 Gross Public Debt Ratios
- 3.6 Balance of Payment (BoP) Position
- 3.7 Population Outlook
- 3.8 Urbanisation Trends
- 4 Country Risk Profiles
- 4.1 Country Risk
- 4.2 Business Climate
- 5 Ghana Fruit Juice Market Analysis
- 5.1 Key Industry Highlights
- 5.2 Ghana Fruit Juice Historical Market (2018-2024)
- 5.3 Ghana Fruit Juice Market Forecast (2025-2034)
- 6 Ghana Fruit Juice Market by Type
- 6.1 100% Fruit Juice
 - 6.1.1 Historical Trend (2018-2024)
 - 6.1.2 Forecast Trend (2025-2034)
- 6.2 Nectars
 - 6.2.1 Historical Trend (2018-2024)
 - 6.2.2 Forecast Trend (2025-2034)
- 6.3 Concentrates
 - 6.3.1 Historical Trend (2018-2024)
 - 6.3.2 Forecast Trend (2025-2034)
- 6.4 Powdered Juice
 - 6.4.1 Historical Trend (2018-2024)
 - 6.4.2 Forecast Trend (2025-2034)
- 6.5 Others
- 7 Ghana Fruit Juice Market by Flavour
- 7.1 Orange
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
- 7.2 Pineapple
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)
- 7.3 Apple
 - 7.3.1 Historical Trend (2018-2024)
 - 7.3.2 Forecast Trend (2025-2034)
- 7.4 Mixed Fruit
 - 7.4.1 Historical Trend (2018-2024)
 - 7.4.2 Forecast Trend (2025-2034)
- 7.5 Others
- 8 Ghana Fruit Juice Market by Distribution Channel
- 8.1 Supermarkets and Hypermarkets
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
- 8.2 Convenience Stores
 - 8.2.1 Historical Trend (2018-2024)

8.2.2 Forecast Trend (2025-2034)

8.3 Specialty Food Stores

8.3.1 Historical Trend (2018-2024)

8.3.2 Forecast Trend (2025-2034)

8.4 Online

8.4.1 Historical Trend (2018-2024)

8.4.2 Forecast Trend (2025-2034)

8.5 Others

9 Market Dynamics

9.1 SWOT Analysis

9.1.1 Strengths

9.1.2 Weaknesses

9.1.3 Opportunities

9.1.4 Threats

9.2 Porter's Five Forces Analysis

9.2.1 Supplier's Power

9.2.2 Buyer's Power

9.2.3 Threat of New Entrants

9.2.4 Degree of Rivalry

9.2.5 Threat of Substitutes

9.3 Key Indicators for Demand

9.4 Key Indicators for Price

10 Competitive Landscape

10.1 Supplier Selection

10.2 Key Global Players

10.3 Key Regional Players

10.4 Key Player Strategies

10.5 Company Profiles

10.5.1 Welch Foods, Inc

10.5.1.1 Company Overview

10.5.1.2 Product Portfolio

10.5.1.3 Demographic Reach and Achievements

10.5.1.4 Certifications

10.5.2 Ekumfi Fruits & Juices Limited

10.5.2.1 Company Overview

10.5.2.2 Product Portfolio

10.5.2.3 Demographic Reach and Achievements

10.5.2.4 Certifications

10.5.3 Blue Skies holding Limited

10.5.3.1 Company Overview

10.5.3.2 Product Portfolio

10.5.3.3 Demographic Reach and Achievements

10.5.3.4 Certifications

10.5.4 Quarcoo Initiatives Co. Ltd

10.5.4.1 Company Overview

10.5.4.2 Product Portfolio

10.5.4.3 Demographic Reach and Achievements

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

10.5.4.4 Certifications

10.5.5 Multi Pac Ltd

10.5.5.1 Company Overview

10.5.5.2 Product Portfolio

10.5.5.3 Demographic Reach and Achievements

10.5.5.4 Certifications

10.5.6 Frutelli Ghana Ltd

10.5.6.1 Company Overview

10.5.6.2 Product Portfolio

10.5.6.3 Demographic Reach and Achievements

10.5.6.4 Certifications

10.5.7 Others

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Ghana Fruit Juice Market Report and Forecast 2025-2034

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

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 License	\$3599.00
	Five User License	\$4249.00
	Corporate License	\$5099.00
		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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-12"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com