

Staple Foods in Ghana

February 2024

Table of Contents

Staple Foods in Ghana

EXECUTIVE SUMMARY

Staple foods in 2023: 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 2018-2023

Table 2 - Sales of Staple Foods by Category: Value 2018-2023

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 4 - Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Staple Foods: % Value 2018-2023

Table 6 - LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 7 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 8 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 9 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 10 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

BAKED GOODS

2023 Developments

Prospects and Opportunities

Category Data

Table 12 - Sales of Baked Goods by Category: Volume 2018-2023

Table 13 - Sales of Baked Goods by Category: Value 2018-2023

Table 14 - Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 15 - Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 16 - Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 17 - Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 18 - Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 19 - Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

BREAKFAST CEREALS

2023 Developments

Prospects and Opportunities

Category Data

Table 20 - Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 21 - Sales of Breakfast Cereals by Category: Value 2018-2023

Table 22 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 23 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 24 - NBO Company Shares of Breakfast Cereals: % Value 2018-2023

Table 25 - LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 26 - Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 27 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 28 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 29 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT

2023 Developments

Prospects and Opportunities

Category Data

Table 30 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 31 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 32 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023

Table 33 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 34 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2018-2023

Table 35 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023

Table 36 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028

Table 37 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

Table 38 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

Table 39 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2023-2028

Table 40 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2023-2028

PROCESSED FRUIT AND VEGETABLES

2023 Developments

Prospects and Opportunities

Category Data

Table 41 - Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 42 - Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 43 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 44 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 45 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2018-2023

Table 46 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 48 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 49 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 50 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

RICE, PASTA AND NOODLES

2023 Developments

Prospects and Opportunities

Category Data

Table 51 - Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 52 - Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 53 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 54 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 55 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2018-2023

Table 56 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 57 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 58 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 59 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 60 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/staple-foods-in-ghana/report.