

Retail in Ghana

March 2023

Table of Contents

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 1 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 2 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 3 - Sales in Retail Offline by Channel: Value 2017-2022

Table 4 - Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 5 - Retail Offline Outlets by Channel: Units 2017-2022

Table 6 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 7 - Sales in Non-Store Retailing by Channel: Value 2017-2022

Table 8 - Sales in Non-Store Retailing by Channel: % Value Growth 2017-2022

Table 9 - Retail GBO Company Shares: % Value 2018-2022

Table 10 - Retail GBN Brand Shares: % Value 2019-2022

Table 11 - Retail Offline GBO Company Shares: % Value 2018-2022

Table 12 - Retail Offline GBN Brand Shares: % Value 2019-2022

Table 13 - Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 14 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 15 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 16 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 17 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 18 - Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 19 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 20 - Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 21 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

GROCERY RETAILERS

2022 Developments

Prospects and Opportunities

Channel Data

Table 22 - Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 23 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 24 - Sales in Grocery Retailers by Channel: Value 2017-2022

Table 25 - Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 26 - Grocery Retailers Outlets by Channel: Units 2017-2022

Table 27 - Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 28 - Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 29 - Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 30 - Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 31 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 32 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 33 - Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

Table 34 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

Table 35 - Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Table 36 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

NON-GROCERY RETAILERS

2022 Developments

Prospects and Opportunities

Channel Data

Table 37 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 38 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 39 - Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 40 - Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 41 - Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 42 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 43 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

DIRECT SELLING

2022 Developments

Prospects and Opportunities

Channel Data

Table 44 - Direct Selling by Product: Value 2017-2022

Table 45 - Direct Selling by Product: % Value Growth 2017-2022

Table 46 - Direct Selling GBO Company Shares: % Value 2018-2022

Table 47 - Direct Selling GBN Brand Shares: % Value 2019-2022

Table 48 - Direct Selling Forecasts by Product: Value 2022-2027

Table 49 - Direct Selling Forecasts by Product: % Value Growth 2022-2027

RETAIL E-COMMERCE

2022 Developments

Prospects and Opportunities

Channel Data

Table 50 - Sales in Retail E-Commerce by Product: Value 2017-2022

Table 51 - Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

Table 52 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 53 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 54 - Forecast Sales in Retail E-Commerce by Product: Value 2022-2027

Table 55 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027

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/retail-in-ghana/report.