



Euromonitor
International

Hot Drinks in Ghana

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EXECUTIVE SUMMARY

Price sensitivity, urbanisation, and wellness trends impact purchasing behaviour

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising prices drive value sales, as consumers prioritise affordability

Wellness trend opens up new opportunities

Local producers adapt to economic pressures

WHAT'S NEXT?

Hot drinks to see steady growth, fuelled by rising incomes, urbanisation and wellness trends

Investments in local production will enhance accessibility

E-commerce will continue to gain traction

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