

# Income and Expenditure: Ghana

October 2023

**Table of Contents** 

### Income and Expenditure: Ghana

#### **HEADLINES**

#### CONSUMER INCOME

#### SOCIAL CLASSES/INEQUALITY

The lowest income class is poised for the most significant expansion up to 2027.

#### CONSUMER EXPENDITURE

Inflation is set to continue rising, pressuring consumer spending in Ghana

#### WEALTH AND WEALTHY CONSUMERS

Luxury market to remain highly concentrated in Ghana

Chart 1 - Annual Gross Income Distribution by Age in Ghana: 2022

Chart 2 - Distribution of Income in Ghana: Key Metrics 2022-2027

Chart 3 - Gross Income Growth Index in Ghana 2022-2027

Chart 4 - Average Gross Income by Age in Ghana 2022-2027

Chart 5 - Population by Income Brackets in 2027

Chart 6 - Gini Index 2022/2027

Chart 7 - Households by Disposable Income (PPP) 2022-2027

Chart 8 - Overview of Ghana's Social Classes 2027

Chart 9 - Social Class E by Age: 2022/2027

Chart 10 - Consumer Market and Spending in Ghana: Key Metrics 2022-2027

Chart 11 - Consumer Expenditure in Top Regions: Size in 2027 and Growth over 2017-2027

Chart 12 - Urban/Rural Consumer Expenditure in 2027

Chart 13 - Households Expenditure in 2022

Chart 14 - Consumer Spending by Category in Ghana 2022-2027: USD per Household

Chart 15 - Index of Consumer Prices in Ghana over 2017-2022

Chart 16 - Households Expenditure by Category in Ghana: 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/income-and-expenditure-ghana/report.