



Staple Foods in Ghana

January 2026

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EXECUTIVE SUMMARY

Ghana's staple foods industry undergoes rapid transformation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Easing inflation supports volume growth

Government measures aim to reduce import dependency

Ghanaians become increasingly health-conscious, while ethical sourcing remains in its infancy

WHAT'S NEXT?

Growing demand for convenience to fuel future growth

Growing health awareness to drive demand for nutritious staples

Continued expansion of modern retail formats

COMPETITIVE LANDSCAPE

Olam Ghana leads staple foods

Watanmal Group and Avnash Industries Ghana Ltd make notable strides

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Packaged leavened bread leads growth

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Baked goods industry will remain highly susceptible to global wheat prices

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Heightened regulatory focus will impact product development

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What's Next?

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Rice remains core staple with premium and packaged options gaining traction

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Consumption will be tied to price stability

Young consumers will influence purchasing patterns

Efforts to boost local rice production could lead to wider availability of cheaper alternatives

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Olam Ghana leads sales

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