



Euromonitor
International

Sugar Confectionery in Ghana

September 2026

Table of Contents

[Sugar Confectionery in Ghana - Category analysis](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sugar Confectionery Summary

INDUSTRY PERFORMANCE

Affordability-Led Growth Sees Sugar Confectionery Sales Increase

Chart 1 - Low-Cost Sugar Confectionery Fuels Growth

Boiled Sweets Win Share as Sachet Packs Expand Reach

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Young Consumers to Sustain Growth as Brands Prioritise Low-Cost Packs

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Local Brands Defend Leadership with Affordability and Reach

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Small Grocers and Kiosks Drive Impulse Sales with Daily Cash Purchases

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Sugar Confectionery

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Sugar Confectionery

Chart 14 - Population 2021-2031

Chart 15 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in Ghana - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Twellium and Everything Cacao Expand Affordable Choices to Drive Daily Snacking

Chart 16 - Affordability Fuels Product Innovation and Volume Growth

Mcberry Leverages Local Flavours and Small Packs for Everyday Appeal

National Chocolate Week and Fortification Open New Growth Avenues

Chart 17 - Value Sales 2021-2031

Chart 18 - Value Sales by Category 2026

WHAT'S NEXT?

Schoolchildren and Young Professionals to Drive Daily Demand for Local Flavours
Gari-Based and Cocoa-Rich Snacks to Outperform as Local Tastes Shape Innovation
Fortified and Low-Sugar Launches to Create New Competition for Everyday Snacking
Chart 19 - Forecast Value Sales 2021-2031

Chart 20 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Fan Milk Loses Share as Equator Foods Hold Ground

Chart 21 - Company Shares 2026

Chart 22 - Brand Shares 2026

CHANNELS

Carrefour Rebrands Hypermarkets to Drive Modern Trade Growth
Multipack Visibility and New Retail Formats Reshape Snack Choice

Chart 23 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 24 - Economic Context for Snacks

Chart 25 - Real Gdp Growth 2021-2031

Chart 26 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 27 - Consumer Context for Snacks

Chart 28 - Population 2021-2031

Chart 29 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/sugar-confectionery-in-ghana/report.