Euromonitor International

Processed Meat, Seafood and Alternatives to Meat in Ghana

November 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Resilient demand for affordable protein despite the rising cost-of-living trend
Processed seafood outpaces processed meat as sustainability boosts local production
FDA and Blue Food Innovation Hub strengthen trust and sustainable sourcing
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Processed meat to lead as affordability anchors demand
FDA enforcement and aquaculture investment reshape trust and domestic supply
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Strong distribution and affordability push the leading brands
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Small local grocers dominate as supermarkets post fastest growth
Inadequate cold-chain infrastructure keeps protein purchases in offline channels
Chart 1 Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-ghana/report.