

Soft Drinks in Ghana

January 2025

Table of Contents

Soft Drinks in Ghana

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for soft drinks?

MARKET DATA

- Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 11 Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 13 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 14 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 15 NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
- Table 16 LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
- Table 17 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
- Table 18 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
- Table 19 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
- Table 20 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
- Table 21 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
- Table 22 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
- Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
- Table 24 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
- Table 25 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
- Table 26 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
- Table 27 Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
- Table 28 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

DISCLAIMER

CARBONATES

2024 Developments

Prospects and Opportunities

Category Data

- Table 29 Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024
- Table 30 Off-trade vs On-trade Sales of Carbonates: Value 2019-2024
- Table 31 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024
- Table 32 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024
- Table 33 Off-trade Sales of Carbonates by Category: Volume 2019-2024
- Table 34 Off-trade Sales of Carbonates by Category: Value 2019-2024
- Table 35 Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024
- Table 36 Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024

- Table 37 NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024
- Table 38 LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024
- Table 39 NBO Company Shares of Off-trade Carbonates: % Value 2020-2024
- Table 40 LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024
- Table 41 Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029
- Table 42 Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029
- Table 43 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029
- Table 44 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029

JUICE

2024 Developments

Prospects and Opportunities

Category Data

- Table 45 Off-trade Sales of Juice by Category: Volume 2019-2024
- Table 46 Off-trade Sales of Juice by Category: Value 2019-2024
- Table 47 Off-trade Sales of Juice by Category: % Volume Growth 2019-2024
- Table 48 Off-trade Sales of Juice by Category: % Value Growth 2019-2024
- Table 49 NBO Company Shares of Off-trade Juice: % Volume 2020-2024
- Table 50 LBN Brand Shares of Off-trade Juice: % Volume 2021-2024
- Table 51 NBO Company Shares of Off-trade Juice: % Value 2020-2024
- Table 52 LBN Brand Shares of Off-trade Juice: % Value 2021-2024
- Table 53 Forecast Off-trade Sales of Juice by Category: Volume 2024-2029
- Table 54 Forecast Off-trade Sales of Juice by Category: Value 2024-2029
- Table 55 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029
- Table 56 Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

BOTTLED WATER

2024 Developments

Prospects and Opportunities

Category Data

- Table 57 Off-trade Sales of Bottled Water by Category: Volume 2019-2024
- Table 58 Off-trade Sales of Bottled Water by Category: Value 2019-2024
- Table 59 Off-trade Sales of Bottled Water by Category: % Volume Growth 2019-2024
- Table 60 Off-trade Sales of Bottled Water by Category: % Value Growth 2019-2024
- Table 61 NBO Company Shares of Off-trade Bottled Water: % Volume 2020-2024
- Table 62 LBN Brand Shares of Off-trade Bottled Water: % Volume 2021-2024
- Table 63 NBO Company Shares of Off-trade Bottled Water: % Value 2020-2024
- Table 64 LBN Brand Shares of Off-trade Bottled Water: % Value 2021-2024
- Table 65 Forecast Off-trade Sales of Bottled Water by Category: Volume 2024-2029
- Table 66 Forecast Off-trade Sales of Bottled Water by Category: Value 2024-2029
- Table 67 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2024-2029
- Table 68 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2024-2029

SPORTS DRINKS

2024 Developments

Prospects and Opportunities

Category Data

- Table 69 Off-trade Sales of Sports Drinks: Volume 2019-2024
- Table 70 Off-trade Sales of Sports Drinks: Value 2019-2024
- Table 71 Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024
- Table 72 Off-trade Sales of Sports Drinks: % Value Growth 2019-2024
- Table 73 NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024
- Table 74 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024

- Table 75 NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024
- Table 76 LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024
- Table 77 Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029
- Table 78 Forecast Off-trade Sales of Sports Drinks: Value 2024-2029
- Table 79 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029
- Table 80 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

ENERGY DRINKS

2024 Developments

Prospects and Opportunities

Category Data

- Table 81 Off-trade Sales of Energy Drinks: Volume 2019-2024
- Table 82 Off-trade Sales of Energy Drinks: Value 2019-2024
- Table 83 Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024
- Table 84 Off-trade Sales of Energy Drinks: % Value Growth 2019-2024
- Table 85 NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024
- Table 86 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024
- Table 87 NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024
- Table 88 LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024
- Table 89 Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029
- Table 90 Forecast Off-trade Sales of Energy Drinks: Value 2024-2029
- Table 91 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029
- Table 92 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

CONCENTRATES

2024 Developments

Prospects and Opportunities

Category Data

- Table 93 Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024
- Table 94 Off-trade Sales of Concentrates by Category: Value 2019-2024
- Table 95 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024
- Table 96 Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024
- Table 97 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2020-2024
- Table 98 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024
- Table 99 NBO Company Shares of Off-trade Concentrates: % Volume 2020-2024
- Table 100 LBN Brand Shares of Off-trade Concentrates: % Volume 2021-2024
- Table 101 NBO Company Shares of Off-trade Concentrates: % Value 2020-2024
- Table 102 LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024
- Table 103 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024
- Table 104 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024
- Table 105 NBO Company Shares of Off-trade Liquid Concentrates: % Volume 2020-2024
- Table 106 LBN Brand Shares of Off-trade Liquid Concentrates: % Volume 2021-2024
- Table 107 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024
- Table 108 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024
- Table 109 NBO Company Shares of Off-trade Powder Concentrates: % Volume 2020-2024
- Table 110 LBN Brand Shares of Off-trade Powder Concentrates: % Volume 2021-2024
- Table 111 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029
- Table 112 Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029
- Table 113 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029
- Table 114 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

RTD TEA

2024 Developments

Prospects and Opportunities

Category Data

- Table 115 Off-trade Sales of RTD Tea by Category: Volume 2019-2024
- Table 116 Off-trade Sales of RTD Tea by Category: Value 2019-2024
- Table 117 Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024
- Table 118 Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024
- Table 119 NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024
- Table 120 LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024
- Table 121 NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024
- Table 122 LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024
- Table 123 Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029
- Table 124 Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029
- Table 125 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029
- Table 126 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

RTD COFFEE

2024 Developments

Prospects and Opportunities

Category Data

- Table 127 Off-trade Sales of RTD Coffee: Volume 2019-2024
- Table 128 Off-trade Sales of RTD Coffee: Value 2019-2024
- Table 129 Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024
- Table 130 Off-trade Sales of RTD Coffee: % Value Growth 2019-2024
- Table 131 NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024
- Table 132 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024
- Table 133 NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024
- Table 134 LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024
- Table 135 Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029
- Table 136 Forecast Off-trade Sales of RTD Coffee: Value 2024-2029
- Table 137 Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029
- Table 138 Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

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/soft-drinks-in-ghana/report.