



Euromonitor
International

Cooking Ingredients and Meals in Ghana

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Cooking Ingredients and Meals in Ghana

EXECUTIVE SUMMARY

Population expansion, urbanisation and accelerating consumer lifestyles underpin robust growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Inflation eases but remains in double digits

Palm oil dominates edible oils

Westernisation boosts demand for ketchup

WHAT'S NEXT?

Modest acceleration in retail constant value sales

Expanding local manufacturing capacity will reduce reliance on imports

Fluctuating commodity prices could undermine affordability

COMPETITIVE LANDSCAPE

Local manufacturing helps Wilmar Africa Ltd remain dominant in edible oils

GB Foods launches Jollof Mix

CHANNELS

Small local grocers remain dominant

Supermarkets proliferate in urban and peri-urban areas

E-commerce has significant potential for growth

MARKET DATA

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EDIBLE OILS

Key Data Findings

2025 Developments

Increased focus on health and wellness boosts demand for soy and sunflower oil

Industry Performance

Inflation drives surge in retail current value sales

Palm oil remains dominant

Smaller pack sizes are proliferating

What's Next?

Soy and sunflower oil will continue to gain ground

Healthier and fortified offerings will grow in popularity

Competitive Landscape

Leader Wilmar Africa Ltd faces increased competition from Asian imports

Asian brands grow in prominence

Channels

Small local grocers dominate

Proliferating hypermarkets gain ground

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Sales remain negligible

Industry Performance

Sales remain negligible

Product offer is widening

Limited demand for convenience food

What's Next?

Demand set to remain very limited

Consumers will seek healthier offerings with fewer additives

E-commerce could emerge as a distribution channel

Competitive Landscape

Homefoods Processing & Cannery Ltd offers palm nut and groundnut soups

Nkulenu Industries Ltd offers concentrated soup bases

Channels

Traditional retail outlets lead

E-commerce remains limited

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Inflation fuels rapid growth in retail current value sales

Industry Performance

No more than modest growth in retail volume sales

Westernisation boosts demand for ketchup

Herbs and spices highly fragmented

What's Next?

Easing inflation will boost purchasing power

Deepening health and wellness trend will reshape demand

Proliferation of local brands will lead to more intense price competition

Competitive Landscape

Leading players lose ground to smaller rivals

Watanmal Group launches Gino Jollof Mix

Channels

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Convenience stores, supermarkets and hypermarkets gain ground

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2025 DEVELOPMENTS

Chocolate spreads the largest and most dynamic category

Industry Performance

Urban consumers increasingly adopt Western breakfast habits

Relatively limited demand for jams and preserves

Honey grows in popularity

WHAT'S NEXT?

Westernisation will boost demand growth

Shift to local production would boost price competition

Sustainability will grow in prominence

Competitive Landscape

Alpha Industries Ltd leads with Top Choco

Geurts the most popular brand in jams and preserves

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Small local grocers remain dominant

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