



# Hot Drinks in Ghana

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## Hot Drinks in Ghana

### EXECUTIVE SUMMARY

Price sensitivity, urbanisation, and wellness trends impact purchasing behaviour

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Rising prices drive value sales, as consumers prioritise affordability

Wellness trend opens up new opportunities

Local producers adapt to economic pressures

#### WHAT'S NEXT?

Hot drinks to see steady growth, fuelled by rising incomes, urbanisation and wellness trends

Investments in local production will enhance accessibility

E-commerce will continue to gain traction

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