



Euromonitor
International

Households: Ghana

October 2024

Table of Contents

HEADLINES

PROSPECTS

Extended households dominate in Ghana, as young adults opt to live with their parents
Ghana's urbanisation boosts economic prospects, impacts family size and reduces income inequality
Ghana's household income growth restricted by economic obstacles
Ghana's digital landscape anticipates significant transformation by 2028
Ghana's housing growth modest but prices surge, challenging mortgage access

HOUSEHOLD PROFILE

Chart 1 - Household Profile: 2023-2028
Chart 2 - Households by Number of Persons: 2028
Chart 3 - % of Households by Number of Children: 2028
Chart 4 - Households by Type of Household: 2028
Chart 5 - Consumer Expenditure by Household Type in Ghana: 2018/2023/2028
Chart 6 - Household Head's Sex and Employment in Ghana: 2028
Chart 7 - Households by Economic Status of Head of Household in Ghana: 2028
Chart 8 - Households by Age of Head: 2028
Chart 9 - Household Penetration by Facilities: 2028
Chart 10 - Household Possession of Kitchen Durables in 2028: % of Households
Chart 11 - Household Possession of Other Durables in 2028: % of Households
Chart 12 - Household Digital Penetration in Ghana Compared to Global Average: 2028
Chart 13 - Possession of Entertainment Electronics in 2028: % of Households
Chart 14 - Possession of Other Electronics in 2028: % of Households
Chart 15 - Key Metrics of Households Property Market: 2018-2028
Chart 16 - Housing Stock by Construction Year
Chart 17 - Households by Number of Rooms: 2028
Chart 18 - Households by Size of Dwelling in Ghana: 2028
Chart 19 - Housing Completions and House Price Index in Ghana: 2018-2024

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/households-ghana/report.