



Euromonitor
International

Staple Foods in Ghana

January 2026

Table of Contents

Staple Foods in Ghana

EXECUTIVE SUMMARY

Ghana's staple foods industry undergoes rapid transformation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Easing inflation supports volume growth

Government measures aim to reduce import dependency

Ghanaians become increasingly health-conscious, while ethical sourcing remains in its infancy

WHAT'S NEXT?

Growing demand for convenience to fuel future growth

Growing health awareness to drive demand for nutritious staples

Continued expansion of modern retail formats

COMPETITIVE LANDSCAPE

Olam Ghana leads staple foods

Watanmal Group and Avnash Industries Ghana Ltd make notable strides

CHANNELS

Small local grocers continue to dominate distribution

Forecourt retailers, supermarkets and hypermarkets gain traction

Digitalisation impacts shopping habits

MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2020-2025

Table 2 - Sales of Staple Foods by Category: Value 2020-2025

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Staple Foods: % Value 2020-2025

Table 6 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

BAKED GOODS

Key Data Findings

2025 Developments

Baked goods are impacted by rising commodity prices

Industry Performance

Strong value growth amid inflationary pressures

Packaged leavened bread leads growth

What's Next?

Baked goods industry will remain highly susceptible to global wheat prices

Scope for development of healthier products

Heightened regulatory focus will impact product development

Competitive Landscape

Baked goods industry remains highly fragmented

Daily Food Ltd expands its reach

Channels

Traditional outlets lead sales

Modern retail outlets drive growth

Category Data

Table 13 - Sales of Baked Goods by Category: Volume 2020-2025

Table 14 - Sales of Baked Goods by Category: Value 2020-2025

Table 15 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Baked Goods: % Value 2020-2025

Table 18 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 19 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 20 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 21 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 22 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

BREAKFAST CEREALS

Key Data Findings

2025 Developments

Busy urban lifestyles fuel demand

Industry Performance

Traditional breakfast habits limit volume expansion

Other RTE cereals gain visibility

What's Next?

Breakfast cereals will benefit from increasingly hectic urban lifestyles

Focus on healthier options

Scope for local producers to expand their reach

Competitive Landscape

Poly Trade Ltd continues as leading player

SMEs make significant inroads

Channels

Small local grocers lead sales

Category Data

Table 23 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 24 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 25 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 26 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 27 - NBO Company Shares of Breakfast Cereals: % Value 2020-2025

Table 28 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 29 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 30 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 31 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 32 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT

Key Data Findings

2025 Developments

Rising prices, health trends and local innovators drive change across the industry

Industry Performance

Price pressures and preference for fresh produce hinder consumption

Limited cold-chain infrastructure constrains frozen processed meat sales

What's Next?

Local processing investment strengthens outlook for processed meat and seafood
Growing emphasis on health create opportunities for cleaner, more nutritious products
Plant-based proteins could gain visibility among urban consumers

Competitive Landscape

Imported brands dominate sales

Local SMEs gain momentum through affordable and trusted seafood offerings

Channels

Small local grocers remains leading distribution channel

Supermarkets and hypermarkets gain traction

Category Data

Table 33 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 34 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 35 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 36 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 37 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2025

Table 38 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 39 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 40 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

Table 41 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

Table 42 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2025-2030

Table 43 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2025-2030

PROCESSED FRUIT AND VEGETABLES

Key Data Findings

2025 Developments

Processed fruit and vegetables face ongoing challenges

Industry Performance

Preference for fresh fruit and vegetables limits consumption

Shelf stable fruit sees increased uptake in urban centres

What's Next?

Outlook will remain dependent on currency fluctuations

Continued consumer preference for fresh produce

Scope for investment in local production

Competitive Landscape

Ramani leads sales while Heinz serves premium segment

Smaller brands gain popularity

Channels

Small local grocers remains primary channel

Modern retail leads growth through quality and convenience

Category Data

Table 44 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 45 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 46 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 47 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 48 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2025

Table 49 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 50 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 51 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 52 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 53 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

RICE, PASTA AND NOODLES

Key Data Findings

2025 Developments

Urbanisation and convenience shape consumption patterns

Industry Performance

Changing dietary patterns have positive impact on consumption

Rice remains core staple with premium and packaged options gaining traction

What's Next?

Consumption will be tied to price stability

Young consumers will influence purchasing patterns

Efforts to boost local rice production could lead to wider availability of cheaper alternatives

Competitive Landscape

Olam Ghana leads sales

Watanmal Group shows strongest performance

Channels

Small local grocers benefit from convenient locations and affordable prices

Supermarkets register rapid expansion

Category Data

Table 54 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025

Table 55 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025

Table 56 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025

Table 57 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025

Table 58 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2025

Table 59 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025

Table 60 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030

Table 61 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030

Table 62 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030

Table 63 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

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/staple-foods-in-ghana/report.