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Report Highlights:

Ghana is in economic recovery mode following the double hits of the COVID-19 pandemic outbreak of 2020 and the macroeconomic crisis of 2022. The Ghanaian hotel-restaurant-institutional (HRI) sector is evidencing a promising upward trajectory. The Greater Accra region will remain through 2028, Ghana's largest consumer market, representing 32 percent of total consumer expenditure. Impacting the HRI sector will be the food and non-alcoholic beverages sectors that are foreseen to become the country's largest consumer spending categories by 2028. Ghana serves as a gateway to the West African market. It is West Africa's third largest economy trailing just behind Nigeria and Côte d'Ivoire.

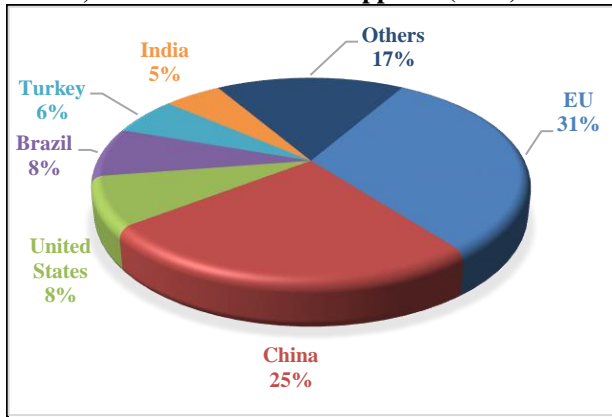
FAS Hotel Restaurant Institutional Report

Executive Summary:

Ghana, a lower-middle income economy, serves as a gateway to the West African market. In 2023, the country's gross domestic product (GDP) growth rate reached 2.9 percent and is projected to climb to 4 percent in 2024. It is West Africa's third largest economy trailing only those of Nigeria and Côte d'Ivoire. Its young and emerging urban middle class, high population growth and rising mobile and internet penetration rates, heralds this African country's future as one of Africa's major retail food destinations. Ghana is Africa's largest gold producer and the world's second-largest cocoa producer and a leading player throughout the African marketplace.

Consumer-Oriented Agricultural Imports: U.S.-origin imports are overshadowed by those originating in the multi-state European Union (EU) and from China.

Ghana, Consumer-Oriented Suppliers (2024)



Food Retail Industry: Ghana's food retail sector includes modern supermarkets, hypermarkets, mini marts, as well as the significant presence of informal retail channels such as corner shops. Small local grocers, however, dominate 83 percent of the market. The largest modern food retailers include Melcom, Shoprite, and Palace Stores. Ghanaian consumers are price sensitive. The presence of Chinese operated grocery stores is growing, which appeals to price sensitive buyers. Modern food retailers account for 17 percent of sales.

Food Processing Industry: Ghana's food processing industry is expanding; it is a major importer of ingredients for local food processing and manufacture. Most Ghanaian food processors import directly from overseas sellers. In 2023, imports of food processing ingredients were about \$133 million, up 48 percent from \$89 million in 2022.

Quick Facts CY Jan-Jul 2024

Imports of Consumer-Oriented Products

(\$817million)

List of Top 10 Growth Products in Ghana

- | | |
|-------------------------|---------------------------|
| 1) Poultry Meat | 2) Tea |
| 3) Soup & Other Foods | 4) Dairy Products |
| 5) Processed Vegetables | 6) Bakery, Cereals, Pasta |
| 7) Beef & Beef Products | 8) Distilled Spirits |
| 9) Non-alcoholic Bev. | 10) Condiments & Sauces |

Food Industry by Channels (USD billion)

Retail Food Industry	\$132.9 billion
Food and Agriculture Exports	\$2.6 billion

Top 10 Host Country Retailers (by sales)

Melcom	Shoprite	Jumia	Palace	Koala
MaxMart	China Mall	Mr. Price	Marina	All Needs

Select Top Hotel Chains & Resorts in Ghana

Alisa Hotel	Accra Marriott	Labadi Beach
Zaina Lodge	Holiday Inn	Royal Senchi
Lancaster Accra	Kempinski Gold Coast	Accra City Hotel
Maaha Beach Resort	Number One Oxford Street	Movenpick Ambassador

GDP/Population

Population (millions): 34.6
 GDP (billions USD): \$76.4
 GDP per capita (USD): \$2,238

Sources: Ghana Statistical Service, Trade Data Monitor, World Bank Group, Central Intelligence Agency.

Strengths/Weaknesses/Opportunities/Threats

Strengths	Weaknesses
<ul style="list-style-type: none"> An advanced market compared to other West African markets and known for the ease of doing business. Greater digitalization is promoted by the government. A growing middle class. 	<ul style="list-style-type: none"> Higher freight rates and longer transit times from U.S. ports compared to Europe. High level of debt; the Ghanaian government is going through debt restructuring. High cost of customs-clearance, uncertain clearance times.
Opportunities	Threats
<ul style="list-style-type: none"> Ghanaian view U.S. foods as high quality; demand for U.S. High-Value Products. 	<ul style="list-style-type: none"> Strong European and Asian competition. Ghana's weak currency makes imports costly.

Section I: Market Summary

Ghana (slightly smaller than Oregon) sits on West Africa's Atlantic coast and borders Togo, Côte d'Ivoire, and Burkina Faso; its youthful population (56 percent is under 25 years-of-age) of 34.6 million (Central Intelligence Agency, 2024 estimate) is growing at 2.15 percent, with urbanization at over 59 percent.¹ Over the past two-decades it has taken major strides towards multiparty democracy. It consistently ranks among the top three African countries in terms of freedom of speech and press. Its young and emerging urban middle class, high population growth and rising mobile and internet penetration rates, heralds Ghana's future as one of Africa's major retail foods destinations.

Ghana is a lower-middle income economy that serves as a gateway to the West African market. It is West Africa's third largest economy trailing only those of Nigeria and Côte d'Ivoire. Ghana's 2023 gross domestic product (GDP) growth rate of 2.9 percent (with 2024 GDP growth being projected to climb to 4 percent), remains below potential as double-digit inflation weighs on domestic demand.² Ghana's economy in 2023 and into 2024, however, is now in the recovery phase after the macroeconomic crises of 2022, that impacted the retail sector and reduced household disposable incomes. In 2023-28, per capita disposable income is being projected to grow by about 16 percent in real terms, but with a widening income distribution gap. In the medium-term [2024-27], GDP growth is foreseen to climb upwards to 5.9 percent by 2027; driven by a recovery in investment and private consumption (as monetary conditions loosen) and thanks to strengthening oil and gold export earnings.

While Ghana is in recovery mode, challenges do remain, notably elevated inflation, subdued growth, and substantial pressure on public finances and debt sustainability.³ The country has traversed significant external shocks that worsened existing fiscal and debt vulnerabilities, resulting in a constrained access to international markets, limited domestic financing options, and an increased reliance on monetary measures to support government expenditures. Ghana's economy relies on output and exports from petroleum, gold (it is Africa's largest producer), and cocoa (it is the world's second-largest producer, following neighboring Côte d'Ivoire), which exposes it to commodity price cycles.

On a rosier note, the Ghanaian hotel-restaurant-institutional (HRI) sector is now again evidencing a promising upward trajectory. Prior to the COVID-19 outbreak, and the rise in international commodity prices and elevated transportation costs, that have been exacerbated by the Russia-Ukraine war, there had been a tourism boom fueling hotel development.⁴ The Ghanaian HRI sector still stands out as a key

¹ Ghana's urban population accounts for 59.2 percent (2023) of the national population. The rate of urbanization in the country is growing at 3.06 percent annual rate of change [2020-25]. Ghana's major urban areas by population are: 1) Kumasi (3.8 million); 2) Accra (2.7 million); and 3) Sekondi Takoradi (1.1 million). The population is concentrated in the southern half of the country, with the highest concentrations being on or near the Atlantic coast. Services and agriculture employ most working Ghanaians, accounting for 41 and 39 percent of total employment respectively.

² Consumer price inflation is easing from 38.1 percent in 2023 to 20.6 percent through 2024 and dropping to 10.2 percent in 2025. Inflation is easing in tandem with a slowdown in domestic food price increases and a reduction in imported inflation.

³ Inflation eased for the fourth consecutive month to 20.9 percent year-on-year in July 2024, given a slowdown in domestic food price increases and a reduction in imported inflation. Inflation will drop from over 21 percent to 20 percent in 2024.

⁴ In 2019, the Ghanaian government launched its "Year of Return" campaign, a major landmark marketing campaign targeting the African – American and Diaspora market to mark 400 years of the first enslaved African arriving in Jamestown, Virginia. This was a tremendous marketing success, as according to the Ghana Tourism Authority (GTA) a total of \$1.9 billion was generated for the economy by the tourism and travel sector in 2019. This then became a springboard for the launch of other domestic and regional campaigns, such as the month of March being declared as Ghana Month with activities such as "See Ghana, Eat Ghana, Wear Ghana and Feel Ghana" to boost local tourism.

pillar of society, contributing significantly to the country’s economy, providing employment opportunities, fostering tourism, and showcasing the country’s rich culture and hospitality. The hotel sector is characterized by a diverse array of venues ranging from luxury resorts and boutique hotels to budget accommodations and eco-lodges. Ghana’s hospitality sector in 2023, reportedly generated \$2 billion in revenue, accounting for about 5.5 percent of Ghana’s GDP.

The Greater Accra region will remain through 2028, Ghana’s largest consumer market, representing 32 percent of total consumer expenditure. Impacting the HRI sector will be the food and non-alcoholic beverages sectors that are foreseen to become the country’s largest consumer spending categories by 2028. The transportation sector will see sustained, fast growth through 2028 as well. Within the restaurant sector there is a food scene deeply rooted in Ghanaian culinary traditions but one still willing to embrace modern food trends developing within the global food industry.

In Ghana’s urban areas, consumers’ diets are shifting to eating practices targeting foods that energy-dense and often at times nutrient poor, as well as fried foods, sweet foods, and sugar sweetened beverages. There is growing acceptance, and cravings, that is for fast foods which are often viewed favorably given their association with higher incomes and social status. The restaurant sector is one of the fastest growing sectors of the Ghanaian economy. It is, however, presently unable to source all its foods and food ingredients domestically, which consequently drives up demand for imported food products (especially for poultry, rice, tomato paste, flour, cheese and other food ingredients).

Advantages and Challenges

ADVANTAGES	CHALLENGES
Ghana has insufficient domestic food production and processing capabilities. However, local industry’s demand for processed products and inputs is high.	Most Ghanaian consumers are price sensitive and are used to competitive prices due to the openness of the economy.
Ghanaians recognize the United States as a reliable supplier of wholesome, high-quality food products.	Strong competition from traditional suppliers in Europe, Asia, and South Africa.
Ghana’s growing population of nearly 35 million is youthful. There is a growing middle-class, which is increasingly demanding healthy foods.	Higher freight rates and longer transit times from U.S. ports compared to those of Europe and the Middle East.
The retail sector is shifting to more western-style shops and convenience stores.	U.S. suppliers often perceive Ghana as too small of a market for the effort. There are few U.S. freight consolidators who are willing to meet Ghanaian importers’ requirements.

Section II: Roadmap for Market Entry

Entry Strategy: It is highly recommended to work with a carefully vetted local agent, importer or distributor; while not legally required, these can provide an understanding of policies and procedures.

The Ghanaian market requires that companies be price competitive, as well as expect smaller sale quantities. U.S. exporters should note that sea freight rates from the United States to Ghana are higher than those from European origins. Other market requirements by Ghanaian importers include:

- Requiring services of customs brokers and freight consolidators in the United States to handle their ordering and shipment to minimize shipping costs.
- Preference for purchasing mixed containers.
- Seeking exclusive distribution/agency agreements from exporters.
- Production and expiry date displayed in the format; “*dd-mm-yyyy*.”

Agents/distributors are key components in developing exports of U.S. consumer-ready foods to Ghana. FAS OAA Accra (Post) recommends that exporters enter the market with the assistance of a distributor, importer, agent, or broker who understands the Ghanaian marketplace. U.S. exporters are encouraged to take one or more of the following steps to ensure easy access to the Ghanaian market:

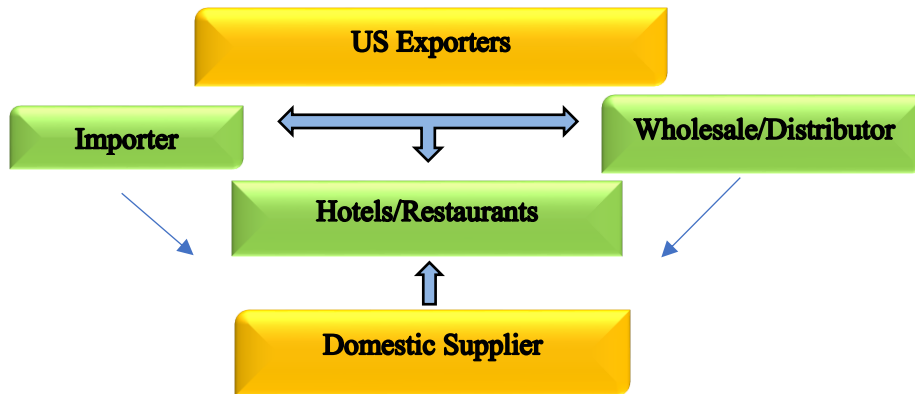
- Collect and analyze market potential and compliance with market conditions and regulations. For that, reach out to the USDA/FAS OAA Accra team (agaccra@usda.gov).
- U.S. Exporters should visit to learn more about the local agent, importer and or distributor and the market before signing an agreement. Contact the USDA/FAS OAA Accra team for assistance in identifying credible importers and distributors.
- Directly contact the local agent, importer and or distributor to register the U.S.-origin food and agricultural products with the Ministry of Food and Agriculture, the Foods and Drugs Authority (Ghana FDA), and or other competent Ghanaian authorities.
- Identify and consider selling through U.S.-based consolidators who are already serving the West African region. Such consolidators usually have a good understanding of local market practices.
- Participate and exhibit at USDA/FAS sponsored and endorsed trade shows, which traditionally tend to be well attended by Ghanaian importers and are suitable venues for face-to-face meetings and networking (e.g., the Gulfood and Anuga food trade shows).
- Offer flexible shipping volumes and small-sized packaging with well displayed readable manufacture date and expiration date.

Import Procedures: For detailed information and recommendations on how to export to Ghana, see [GAIN-GHANA | GH2024-0010 | Ghana, Exporter Guide Annual - 2024](#); [GAIN-GHANA | GH2024-0007 | Ghana, FAIRS Country Report Annual -2024](#); and [GAIN-GHANA | GH2024-0008 | Ghana, FAIRS Export Certificate Report Annual - 2024](#).⁵

⁵ GAIN-GHANA | GH2024-0010 | Ghana, Exporter Guide Annual – 2024, located at: https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Exporter%20Guide%20Annual_Accra_Ghana_GH2024-0010.

GAIN-GHANA | GH2024-0007 | Ghana, FAIRS Country Report Annual -2024, located at: https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Country%20Report%20Annual_Accra_Ghana_GH2024-0007.

Market Structure and Distribution



Distribution Channels: Distribution channels are mainly through importers, wholesalers, major distributors/agents who sell to retailers, restaurants, hotels. The eventual choice of source, however, depends on the size and financial capabilities of these hotels, restaurants and institutions. Most food products and ingredients used in the hotel and restaurants sector are fresh produce and often sourced locally. Hotels buy products not produced in Ghana at different points of the distribution chain. Most hotels in Ghana have in-house departments that source and purchase local food products. This means that the food service operators need to deal with many distributors and wholesalers to meet their requirements. Most hotel operators prefer to make their purchases from a small number of wholesalers who provide several lines of food and beverages at competitive prices.

According to the Ghana Tourism Authority (GTA), the number of licensed accommodation service providers increased from 4,190 in 2022 to 4,613 in 2023. The number of international arrivals to Ghana increased by 25 percent from 914,892 people in 2022 to 1,148,002 people in 2023. The top five countries of origin with highest arrivals were the United States (13.2 percent), followed by Nigeria (8.1 percent), the United Kingdom (5.1 percent), Germany (2.5 percent) and India (2.4 percent). The month of December saw the highest number of arrivals (37 percent of the year's total) thanks to the annual December in Ghana (DiGH) festivities, an initiative by the GTA. The average tourist expenditure increased from \$2,743 in 2022 to \$3,746 in 2023. Tourist receipts are up from \$2.5 billion in 2022 to \$3.8 billion in 2023.

Sub Sector Profiles

Full-Service Restaurants: Prior to 2020, full-service restaurants were one of Ghana's fastest growing food service categories. Ghana then already a shooting star; one of Africa's fastest growing economies thanks to the expansion of the petroleum and gold mining sectors combined with rapid rates of urbanization. With the COVID-19 pandemic outbreak making its presence felt in Ghana, limiting the amount of service restaurants could provide, consumers switched to take-away and delivery service for

their restaurant meal experiences. The macroeconomic crisis of 2022 subsequently impacted full-service dining. As Ghana now progresses through the economic recovery phase, there is a return to increase full-service restaurant dining. The Ghana Tourism authority indicates that the number of licensed restaurants increased significantly in 2023.

Demand variability in Ghana's capital city of Accra and the major urban centers of the country, impacts restaurant performance and ultimately customer satisfaction. Consumers' choices for full-service restaurants are driven by food quality, menu variety, pricing, service quality, and dining environment. Trade sources indicate that Ghanaian consumers' choices can also be influenced by variable pricing depending on the part of the day and if whether it is a weekday or the weekend.

Driving the overall food service market's growth are Ghanaians' increasingly hectic lifestyles and work schedules, that leave less time to prepare meals at home. People are increasingly eating out or ordering food for delivery.

Quick-Service Restaurants: The category is expanding and evolving thanks to the growing pace of urbanization, with over 59 percent of the Ghanaian population concentrated in urban settings. There are also evolving consumption patterns leaning towards more western diets; accompanied at the same time by a growing middle-class. This segment includes cafés and pizza shops.

The quick-service restaurant (QSR) segment of the Ghanaian food market is growing and counts with the presence of foreign franchises of the likes of Vida e Café, Pizza Hut, Second Cup, Pinkberry. The Yum! Brands, Inc., Pizza Hut franchisee operates 20 restaurants throughout Ghana. While Pinkberry operates some 22 branches nationwide. MASCO Foods, the franchise owner of KFC Ghana, itself is owned and operated by the Mohinani Group of companies, and now counts with 34 restaurants/stores in Ghana. Within this segment are also included smaller, usually informal restaurants that serve simple, inexpensive meals and drinks (i.e., mainly local Ghanaian dishes and instant noodles).

There is fierce competition between Chicken Inn and Pizza Inn (operated by Simbisa Group) and Burger King (operated by Royalty QSR Ghana). Their offerings are highly popular among Ghanaians. Papaye, a household name, is Ghana's QSR pioneer, operating since 1991 and counts with 10 branches alone in Accra. Ghanaian fast-food newcomer Pizzaman-ChickenMan now operates 82 branches; and although not internationally branded, produces the same type of food as the international brands for consumers.

Street/Corner Vendors: Street kiosks and Ghanaian corner food vendors make up the largest category with the highest number of vendors as they are extensively spread around the country. They easily spring up in neighborhoods, communities, and workplaces, especially around construction sites. They offer more affordable options for food. Many consumers, regardless of their financial situations, frequent these vendors for their daily food needs. This category serves traditional foods and snacks.

Catering Services: The Ghanaian catering sector is increasingly popular with a growing number of companies operating in the market. Catering businesses range from small- to large-scale operations and are organized into several categories. Institutional caterers routinely supply government offices, private companies, hospitals, corporate, and private parties such as weddings, funerals, and events.

Delivery and Third-Party Operators: The outbreak of the COVID-19 pandemic catalyzed the growth of the Ghanaian food delivery scene. Consumer behavior suddenly shifted away from dine-in restaurants to online food ordering. The pandemic forced local businesses, and particularly the ones in restaurant sector, to quickly adapt to the delivery model to stay afloat. Consumers’ need to purchase from home, combined with the government’s support for digital infrastructures, stimulated online purchases making home food deliveries the new normal.

Currently, Jumia and Bolt Food are some of the most popular food delivery services operating in the Ghanaian marketplace. In March 2021, the Glovo (Spain-based) food delivery app launched operations in Ghana, but pulled out of the market in 2024, citing profitability problems following a review of its investment objectives.

Institutional: Institutional catering services are used by public institutions, government agencies, the air transportation sector, mining companies, and corporate institutions. There is no official government data, however, on the value of the Ghanaian institutional food service market. This sub sector is relatively small, but nonetheless it is growing.

The National Food Buffer Stock Company Limited (NAFCO) is the government agency responsible for supplying state institutions, such as: 1) the military and national security forces including police and prisons; 2) hospitals; and 3) over 700 public senior high schools nationwide. They purchase, sell, preserve, and distribute food stuffs produced in the country to ensure stability in demand and supply while guaranteeing an assured income to farmers. They work with Licensed Buying Companies (LBC) to import items, including canned fish products to distribute to state institutions. They previously provisioned the Ghanaian government’s School Feeding Program (GSFP), but do not currently do so due to funding challenges.

Table 1: Ghana, Select International Hotels and Lodges and Resorts

Hotel/Lodge/Resort Chain	Hyperlink
Kempinski Hotel Gold Coast City	https://www.kempinski.com/en/hotel-gold-coast-city
Accra Marriott Hotel	https://www.marriott.com/en-us/hotels/accmc-accra-marriott-hotel/overview/
Movenpick Ambassador Hotel Accra	https://www.movenpick.com/en/africa/ghana/accra/moevenpick-ambassador-hotel-accra.html
Labadi Beach Hotel	https://labadibeachhotelgh.com/
The Royal Senchi Hotel	https://www.theroyalsenchi.com/
Lancaster Accra	https://lancaster.com-accra.com/en/
Holiday Inn	https://www.ihg.com/holidayinn/hotels/us/en/accra/accra/hoteldetail
Accra City Hotel	https://www.accracityhotel.com/
Number One Oxford Street Hotel & Suites	https://1oxfordstreetaccra.com/
Maaha Beach Resort	https://maaharesort.com/
Zaina Lodge	https://www.zainalodge-ghana.com/
Alisa Hotel	https://m.alisahotels.com/

Source: FAS Accra office research.

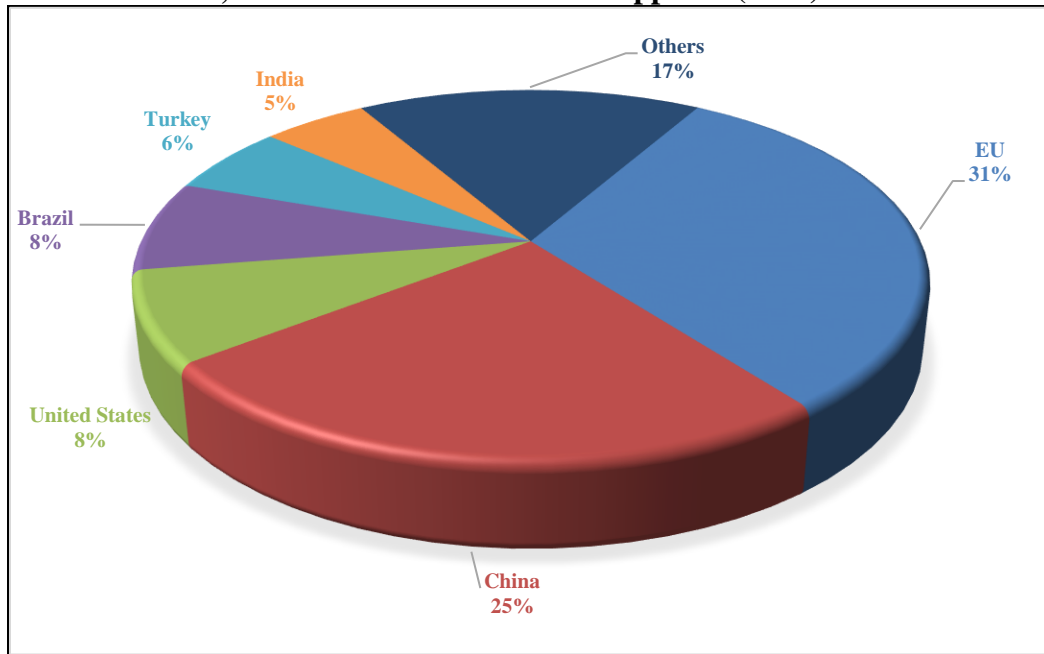
Section III: Competition

Ghana is an importer of consumer-oriented food and agricultural products. These imports support local processors and nourish consumers. In 2023, Ghana’s consumer-oriented imports reached \$1.36 billion. That same year, Ghana’s import of U.S.-origin consumer-oriented products came in at roughly \$86 million, up 3 percent compared to 2022. This helped turn the United States into Ghana’s fourth largest supplier of consumer-oriented food products.

In 2024 (January-July), Ghana’s imports of consumer-oriented food products have leaped to \$817 million, up by almost 13 percent or some \$104 million more compared to the same period in 2023. Imports of U.S.-origin food products are experiencing even stronger growth of 37 percent, coming in at over \$65 million compared to the \$47 million registered in 2023. Making the United States, Ghana’s third largest source origin for consumer-oriented food products.

At the same time, the European Union (EU) and China remain U.S. suppliers’ main competitors. The EU is Ghana’s largest supplier of consumer-oriented products (representing 31 percent of the market) followed by China (25 percent). The EU’s key exports to the Ghanaian include poultry, dairy products, and soups and other preparations. China is a large supplier of tea, processed vegetables, along with confectionaries (i.e., chewing gum and candies). In 2024, China’s total share of the Ghanaian imported food marketplace has expanded to 25 percent, up from 22 percent in 2023. Other suppliers to a lesser extent include Brazil, Turkey, India, the United Kingdom (UK), and South Africa.

Chart 1: Ghana, Consumer-Oriented Food Suppliers (2024)



Source: Trade Data Monitor; U.S. Department of Agriculture GATS; FAS Accra office research.

Section IV: Best Product Prospects

Table 2: Ghana, Top 10 Consumer-Oriented Products Imported from the World (2024)

Year	2023 (Jan-July)	2024 (Jan-July)	% Change 2023-2024
Products	\$ Million		
Poultry Meat & Prods. (ex. eggs)	176.2	179.1	1.64
Tea	78.8	101.8	22.56
Soup & Other Food Preparations	67.1	83.8	19.99
Dairy Products	62.9	67.1	6.23
Processed Vegetables	35.8	57.2	37.4
Bakery Goods, Cereals, & Pasta	30.1	53.2	43.4
Beef & Beef Products	34.0	39.8	14.41
Distilled Spirits	23.0	25.8	10.77
Non-Alcoholic Bev. (ex. juices, coffee, tea)	15.4	22.9	32.52
Meat Products NESOI	22.2	19.9	-11.99

Source: Trade Data Monitor; FAS Accra office research.

Table 3: Ghana, Top 10 Consumer-Oriented Products Imported from the United States (2024)

Year	January to July 2023	January to July 2024	% Change 2023-2024
Products	\$ Million		
Poultry Meat & Prods. (ex. eggs)	33.2	42.4	27.39
Soup & Other Food Preparations	9.5	15.9	66.97
Spices	1.6	4.4	169.54
Dairy Products	1.0	.748	-26.12
Non-Alcoholic Bev. (ex. juices, coffee, tea)	.342	.662	94.26
Dog & Cat Food	.348	.251	-27.66
Wine & Related Products	.116	.246	111.01
Fruit & Vegetable Juices	.273	.243	-10.95
Chewing Gum & Candy	.047	.208	338.99
Condiments & Sauces	.024	.145	484.19

Source: Trade Data Monitor; U.S. Department of Agriculture GATS; FAS Accra office research.

Table 4: Ghana, Products Present in the Ghanaian Market with Good Sales Potential

Product Category/ Net Imports	Major Supply Sources	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
Cooking Oils	Malaysia: \$82 million Indonesia: \$65 million Europe: \$35 million Côte d'Ivoire: \$33 million	Malaysia and Indonesia are major producers of palm oil, offering competitive pricing and consistent quality.	Local suppliers may offer fresher, locally sourced oils, but production is not always sufficient to meet demand consistently.
Sugar	Brazil: \$107 million India: \$27 million Morocco: \$8.6 million Thailand: \$5.2 million	Brazil is one of the world's largest sugar producers, offering competitive pricing and a reliable supply chain.	Local sugar production is limited, and quality may vary. Local suppliers can contribute to the local economy and reduce dependence on imports.
Wheat Flour	Canada: \$115.9 million Turkey: \$75.8 million Europe: \$48.3 million	These countries are known for high quality wheat and offer competitive pricing due to lower production costs ensuring consistent flour quality.	Local flour mills may provide fresher products, but they may not have the capacity to meet demand during peak seasons.
Food Additives and Spices	Europe: \$78.6 million China: \$43 million Turkey: \$40 million USA: \$29 million India: \$14 million	These countries offer additives and spices at competitive prices due to large-scale production capabilities.	Local suppliers may offer unique spice blends and additives tailored to local preferences, but they may have limited variety and consistency.

Source: Trade Data Monitor; FAS Accra office research.

Table 5: Ghana, Products Not Present in the Ghanaian Market with Good Sales Potential

Product Category/ Net imports	Major Supply Sources	Market Overview
Barley and Malt	Europe: \$14.8 million UK: \$55,000	Europe mostly meets barley and malt demand requirements.
Food Additives, Other	Europe: \$77 million China: \$42 million Turkey: \$32 million	The Ghanaian food processing industry relies on imported food additives.
Food Coloring	India: \$2.9 million China: \$1.7 million Côte d'Ivoire: \$1.3 million Europe: \$547,000	There is a significant demand for food coloring agents. There is room for U.S. companies to enter the market.
Food Sweeteners	Brazil: \$106 million India: \$26 million Morocco: \$8.6 million Turkey: \$8 million	There is room for U.S. companies to enter the market.

Source: Trade Data Monitor; FAS Accra office research.

Section V: Key Contacts and Further Information

USDA/FAS Office of Agricultural Affairs (OAA)	
U.S. Embassy Accra/FAS OAA No 24, Fourth Circular Rd., Cantonments, Accra, Ghana	Phone: +233 (0) 30 274-1000 Email: agaccra@usda.gov Websites: https://fas.usda.gov/regions/ghana http://www.fas.usda.gov

Links to U.S. Government Sources:

- USDA/FAS - Global Agricultural Trade System (GATS) located at: <https://www.fas.usda.gov/GATS>
- USDA/FAS – Global Agricultural Information Network (GAIN) located at: <https://gain.fas.usda.gov/>
- U.S. Department of Commerce/International Trade Administration (ITA) - Ghana Country Commercial Guide located at: <https://www.trade.gov/country-commercial-guides/ghana-market-overview>

Ghana, Government Regulatory Agencies

Agencies	Role
Ministry of Tourism and Culture Box M37 Ministry Accra Tel: +233 (0) 30 266-6314; +233 (0) 302 256-4879 Email: info@motac.gov.gh Website: https://www.motac.gov.gh/	Develop and execute policies and strategies for the tourism sector.
Ghana Tourism Authority (GTA) Address: No. 2, Haile Selassie Street, South Ridge. Accra-Ghana. Tel: +233 (0) 30 298-5069; +233 (0) 579 579 019 Email Address: info@ghana.travel Website: https://ghana.travel/	Marketing and promotion of tourism locally and internationally. Regulates the licensing of the food and beverage sector.
Food and Drugs Authority (FDA) P. O. Box CT 2783, Cantonments – Accra, Ghana Tel: +233 (0) 30 223-3200/ 223-5100 Email: fda@fdaghana.gov.gh Website: http://fdaghana.gov.gh/	Registration of food and beverage products.
Ghana Standards Authority (GSA) P.O. Box MB245, Accra – Ghana Tel : +233 (0) 302 506 991-5 Email: gsanep@gsa.gov.gh / gsadir@gsa.gov.gh Website: https://www.gsa.gov.gh/	Standards and norms development.

<p>Ghana Revenue Authority (GRA) Off Starlets' 91 Road, near Accra Sports Stadium P. O. Box 2202, Accra-Ghana Tel: +233 (0) 303 941 108 Email: info@gra.gov.gh Website: https://gra.gov.gh/</p>	<p>Ghana's Customs Authority.</p>
<p>The Ghana Investment Promotion Centre (GIPC) No. A1 Rangoon Lane, Vivo Place Cantonments-Accra Tel: +233 (0) 302 6651 25-9 / +233 302 9617 45 Email: info@gipc.gov.gh Website: https://www.gipc.gov.gh/</p>	<p>Ghana's Investment Promotion Agency.</p>

Attachments:

No Attachments