

Required Report: Required - Public Distribution

Date: August 17, 2022

Report Number: GH2022-0013

Report Name: Exporter Guide

Country: Ghana

Post: Accra

Report Category: Exporter Guide

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Report Highlights:

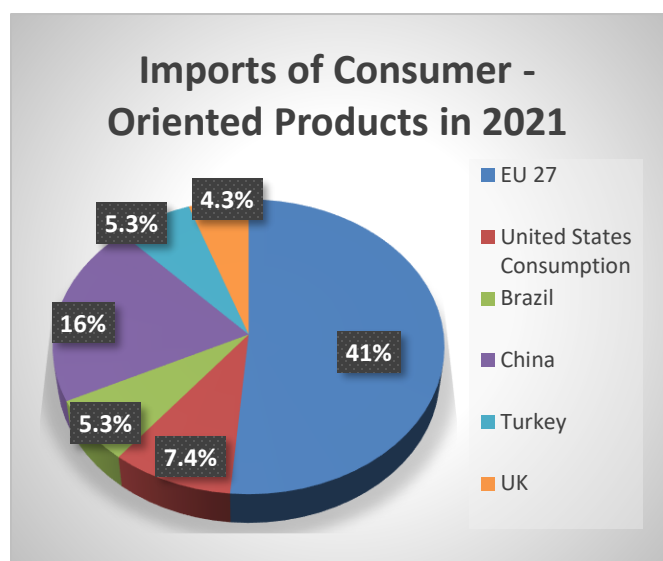
Ghana's economic growth was significantly impacted by the COVID-19 pandemic, with real GDP growth of only 0.4 percent. Following the pandemic-induced slowdown, economic recovery was expected to grow in 2022 to 5.5 percent. However, recent economic shocks have caused the Ghanaian Cedi to depreciate by about 24.5 percent, prompting the Government of Ghana (GOG) to seek assistance from International Monetary Fund (IMF). Despite these setbacks, Ghana remains among one sub-Saharan Africa's fastest-growing economies. In 2021, Ghana imported about \$3.2 billion in agricultural and related products. Imports from the United States totaled \$156.6 million.

Executive Summary

The value of Ghana's agricultural and related imports was \$3.3 billion in 2021, an increase of about 35 percent compared to 2020. Ghana's market is relatively advanced compared to many others in Africa. Retail sales in Ghana continue to increase correspondingly with appreciable GDP growth in recent years. Ghana's economy is highly dependent on exports of primary commodities such as gold, cocoa, and oil. Principal agricultural exports are cocoa, timber, horticultural products, and fish/seafood. Principal agricultural imports include wheat, rice, chicken (frozen), prepared food, soybeans, dairy products, and fish.

Imports of Consumer-Oriented Products

Externally sourced consumer-oriented products dominate the Ghanaian market. Among the major source countries are China, Brazil, EU 27, United States, Turkey & UK.



Food Processing Industry

Food processing is still underdeveloped, with less than 200 agro-processing firms registered and certified to operate by the Food and Drugs Authority. Even though demand for processed foods continues to grow, inefficient production coupled with inadequate quality of local raw materials preclude the development of a viable processing industry. The local food processing industry accounts for less than 30 percent of all sourced processed foods on the market. Retail outlets stock lots of processed foods because of growing demand corresponding with the changing eating habits and diets of the growing urban and middle-class population. This represents an opportunity for U.S. exporters.

Food Retail Industry

Retail sector analysts forecast retail spending to increase from \$11 billion in 2019 to \$24 billion by 2023, thanks largely to the growing middle class. Retail food sales totaled about \$10 billion in 2018, according to industry analyst. This consists of imported high-value food products - HVPs (40 percent), products partially processed and packaged in Ghana (8 percent), products completely processed in Ghana (11 percent), and locally, unprocessed foodstuffs and staples including fresh fruits and vegetables, fish, meat, etc. (41 percent).

Quick Facts CY 2021

Imports of Consumer-Oriented Products

Total value of consumer-oriented products imported was \$1.6 billion in 2021. This represents an increase of about 38 percent over that recorded in 2020.

Top 10 Growth Products (%Δ or YOY 2020/2021)

- 1) Beer
- 2) Chocolate & Cocoa Products
- 3) Pork & Pork Products
- 4) Beef & Beef Products
- 5) Wine
- 6) Seafood products
- 7) Dog & Cat Food
- 8) Prepared Food
- 9) Non-alcoholic beverages
- 10) Fresh Fruit

Food Industry Gross Sales

According to industry experts, sales of food retail was about \$14 billion in 2021.

Top 10 Retailers

1. Melcom
2. Palace
3. Shoprite
4. Maxmart
5. China Mall
6. Marina
7. Game
8. Koala
9. All Needs
10. Spar Ghana

GDP/Population

Population (millions): 31.73.8 (2020)
 GDP (\$ billions): 77.59 (2021)
 GDP per capita at PPP (\$):2,445.3 (2021)

SWOT Analysis

Major Strengths	Major Weaknesses
<p>A very open market compared to other West African countries.</p> <p>A comparatively advanced market per ease of doing business.</p>	<p>Economy is mainly cash driven.</p> <p>Significantly higher cost of freight incurred in getting U.S. HVPs onto the Ghanaian market.</p>
Major Opportunities	Major Threats
<p>Ghanaian consumers associate U.S. food products with high quality.</p> <p>U.S. HVPs have always enjoyed high demand.</p> <p>A fast-growing economy and associated middle-class.</p> <p>High demand for imported HVPs.</p>	<p>Competition is strong from traditional suppliers in Europe and Asia.</p> <p>A fragile local currency against the dollar usually makes U.S. imports relatively expensive.</p>

Data and Information Sources: Trade Data Monitor LLC, GATS, The Economist Intelligence Unit, Ghana Statistical Service, and Key Informant Interviews

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SECTION I. MARKET OVERVIEW

A robust economy, achieved in recent years, places Ghana among Africa’s 10 fastest-growing economies. Ghana imported an estimated \$3.2 billion of agricultural products in 2021.

With an estimated population of roughly 32 million, Ghana’s market remains relatively advanced compared to others in Africa despite the significant dip in economic growth recorded in recent years mainly because of the impact of the COVID-19 pandemic and the war in Ukraine. Rapid urbanization and gains in economic growth continue to stimulate an emerging middle class who embrace Western brands, products, and lifestyles. According to the Economist Intelligent Unit, Ghana’s real GDP growth will strengthen in 2022, before slowing in 2023-24, then pick up again in 2025-26. Most consumers in Ghana are price sensitive, but quality is never overlooked, and the growing middle class values premium products. Ghana offers expanding market opportunities due to its remarkable record of political stability, and relatively liberal import policies. These notable achievements make Ghana a potential gateway to the larger West African market. There is high demand for imported food products, especially intermediate, and consumer ready products, due to limited selection of products provided by the underdeveloped domestic agricultural and food-processing sector.

Ghana jumped four spots to be ranked 122nd in the 2022 World Bank’s Ease of Doing Business or trading across borders index but the country offers expanding market opportunities due to its remarkable record of political stability, strong economic growth, and relatively liberal import policies. There is high demand for imported food products, especially consumer ready products, due to limited selection of products provided by the underdeveloped domestic agricultural and food-processing sector.

“Advantages” and “Challenges” facing U.S. exporters

Advantages	Challenges
Ghana’s population of 32 million is growing at 2.21 percent per annum with an increasingly fast emergence of a middle-class.	Significantly higher cost of freight incurred in getting U.S products onto the Ghanaian market.
58 percent of Ghana’s population was urban in 2021. Migration to the capital and southern parts of the country is expected to continue in 2022 and beyond, potentially boosting the demand for high-value products (HVPs) and making consumers reachable.	Existence of imitations of U.S. products by unscrupulous businesses who take advantage of the high demand to the detriment of consumers. This affects consumer confidence and invariably impacts future demand for U.S. goods.
Middle-class incomes are rising and there is higher demand for healthy foods. The retail sector is shifting to more western style shops	Many U.S. exporters view Ghana as too small a market and there are few U.S. freight consolidators who are willing to meet the

and convenience stores.	requirements of Ghanaian importers.
Ghanaian consumers perceive U.S. food products to be of high quality and value.	Competition is strong from traditional suppliers in Europe and Asia.
Post expects significant growth in tourism due to positive coverage by multiple widely read news and travel sites.	U.S. consumer ready foods are less available in Ghana, compared with products from EU, South Africa, and Asia.
The Government of Ghana (GOG), in line with its WTO obligations, has liberalized trade for most food and agricultural products.	In select sectors, such as frozen poultry, the GOG continues to take a more negative stance towards imports.
Insufficient domestic production and processing means import demand in Ghana for processed products and inputs will remain high.	Most Ghanaian consumers are price sensitive.
The HRI sector continues to expand and requires more consumer ready products and food ingredients.	Some Ghanaian retailers prefer products with 13-digits barcode (EAN/IAN) to the 12-digits UPC.
U.S. grocery items entering Ghana can be re-exported to neighboring West African countries (a market of about 400 million people).	U.S. consumer ready foods typically have shorter shelf-life labeling and longer transit times, thereby reducing shelf life of U.S. products in Ghana.

SECTION II. EXPORTERS BUSINESS TIPS

Ghana's relatively liberalized trade policy creates an opportunity for more formal trade between the United States and Ghana. U.S. exporters are encouraged to consider the expanding market opportunities in Ghana, and businesses interested in doing business in Ghana should follow the links below for more information:

<http://www.gipcghana.com/>; <http://mobd.gov.gh/doing-business-in-ghana/>

<http://www.statsghana.gov.gh/>

Modern retail had been restricted to Accra and Kumasi but there is growing presence across all regional capitals now, though a sizable portion of the population still prefers to do their weekly shopping at the traditional markets. This trend is fast changing, however, as the size of the middle class continues to

increase. The accommodating business environment makes Ghana more attractive as an investment destination relative to many of its neighbors. A number of international retailers have expanded their presence in Ghana and take up space in the proliferation of new commercial developments. These include Shoprite, Game, Burger King, KFC, and Pizza Hut, among others. Local chains are also present in these same categories.

E-commerce is also picking up in Ghana. Ghana's internet market is dominated by its mobile operators, which have a national penetration rate of over 80 percent according to the National Communications Authority. Local online delivery retailers such as Jumia and Okada that were already undergoing rapid expansion, played a key role in the continuation of commerce for restaurants, grocery stores and other food and beverage retailers amid COVID-19 restrictions.

Like most countries in Sub-Saharan Africa, Ghana presents exciting opportunities to food retail business, buoyed by fast urbanization, rising household incomes, a growing middle class, and a transformation in eating habits mainly due to changing lifestyles. Consumption patterns for most of the population (especially the urban dwellers) is gradually favoring western foods, leading to the launch of brands like KFC, Pizza Hut, Second Cup, and Burger King. Retailers prefer stocking relatively smaller volumes of consumer-ready food products, prepared and packaged for one-time or minimal period use only because many consumers do remain price sensitive. Consumer demand for these products is high due to their relative affordability.

U.S. exporters are encouraged to explore the expanding and rapidly maturing Ghanaian market that continues to offer market opportunities. U.S. agribusiness firms interested in doing business in Ghana can seek assistance from the USDA/FAS office in Accra to initiate and develop business relationships with local companies, importers, and agents. Market requirements by Ghanaian importers include:

- requiring services of freight consolidators in the United States to handle their ordering and shipment to minimize cost of shipping,
- preference for purchasing mixed containers,
- seeking exclusive distribution/agency agreements from exporters, and
- preference for visibly displayed production and expiry date expressed in the format; *dd-mm-yyyy*.

Market entry tips

The first point of contact for entry into the Ghanaian market is typically the Importer/Distributor. An exporting firm could also appoint an agent or sign an agreement to make a local business entity the sole representative. U.S. exporters are encouraged to take one or more of the following steps to ensure easy access to the Ghanaian market:

- Contact the USDA/FAS office located in the US Embassy in Accra, Ghana, to assist in identifying credible importers/distributors,

- Directly contact the importer/distributor or the local agent that would register the products with the Foods and Drugs Authority,
- Identify and sell through consolidators based in the United States who are already serving the West African region. Such consolidators usually have a good understanding of local market practices,
- Exhibit at the various USDA sponsored and endorsed trade shows, which are well attended by Ghanaian importers and are suitable venues for face-to-face meetings and networking,
- Offer flexible shipping volumes and small-sized packaging with well displayed readable manufacture date and date of expiration,

SECTION III. IMPORT FOOD STANDARDS & REGULATIONS AND IMPORT PROCEDURES

The current Ghanaian administration reviewed import procedures in Ghana and reduced the number of agencies undertaking joint inspections at the ports from sixteen to three. Currently, the remaining agencies include the Ghana Standards Authority (GSA), Food and Drugs Authority (FDA) and Customs Division of the Ghana Revenue Authority (GRA). Officers from the National Security or Narcotic Controls Board join the inspection team based on intelligence.

The GOG has introduced the paperless port system to promote efficiency, reduce the turnaround time of vessels, and minimize the human interface to reduce corruption. Follow the link below for more information on the paperless port project:

<https://ghanaports.gov.gh/page/35/Ghana-Ports-Is-Going-Paperless>

Ghana operates a relatively free market. It adopted the ECOWAS Common External Tariff (CET) that requires member countries to simplify and harmonize ad valorem tariff rates. The CET has a five (5) rate bands as follows:

- 0% - essential social commodities
- 5% - basic raw materials, capital goods and specific inputs
- 10% - intermediate products
- 20% - final consumer goods
- 35% - specific goods for economic development

There is a 15 percent sales tax in Ghana. The sales tax rate is a tax charged to consumers based on the purchase price of certain goods and services. Visit <https://shippers.org.gh/index.php/cargo-clearance-tariff-guidelines/> for more information on Cargo Clearance Tariff guidelines.

The websites of the three aforementioned agencies (GSA, FDA, and the Customs Division of GRA) along with those of the Ghana Ports and Harbour Authority (GPHA), Ghana Shippers' Authority, and the Ghana Trade Hub (also referred to as the Ghana National Single Window) provide valuable

information on requirements for imported food, language and labeling, fees and charges, and procedures for specific commodities:

Ghana Standards Authority: <https://www.gsa.gov.gh/>

Food and Drugs Authority: <https://fdaghana.gov.gh/>

Customs Division of GRA: <https://gra.gov.gh>

Ghana Ports and Harbours Authority: <https://ghanaports.gov.gh/default>

Ghana Shippers' Authority: <https://shippers.org.gh/>

Ghana Trade Hub/Ghana National Single Window: <https://www.ghanastradinghub.gov.gh/>

For additional information about Ghana's import food standards & regulations and import procedures, please visit: <https://www.fas.usda.gov/data/ghana-fairs-country-report-2>

SECTION IV. MARKET STRUCTURE AND TRENDS

Ghana's food service market has recorded impressive growth in recent years, with the retail stores sector retaining the top position as the most rapidly growing segment. Retail outlets stocking imported high-value food products, particularly convenience stores (including gas station shops) and supermarkets continue to proliferate across the cities as eating habits and taste of Ghanaian consumers change towards western foods. This represents sales opportunity for multiple U.S. products. For additional information about the distribution structure of the Ghanaian retail market, please visit

<https://www.fas.usda.gov/data/ghana-retail-foods-report>

The hotels and restaurants sector of the food market has been identified as being the segment with the second most rapid growth after the retail stores. There has been a sharp increase in the number of restaurants within the past five years. The rise in the population of Ghana's middle class and urban dwellers, along with the swelling tourist/business travel have contributed to a surge in patronage of the services of hotels and the teeming restaurant sector. Sales opportunities exist for U.S. fish products, beef & beef products, pork & pork products, dairy products, and condiments & sauces. For detailed information about the restaurant sector of the Ghanaian food market, visit

<https://www.fas.usda.gov/data/ghana-ghana-s-restaurant-sector-represents-opportunity-us-food-and-beverage>

Third in terms of rapid growth in the food market is the quick service/take away services sector, which also witnessed remarkable growth in recent times, with the likes of KFC, Chicken Republic, Barcelos and Papa Ye (a local brand) adding to their number of outlets. The first Burger King outlet was launched in May 2018 in Accra, and a second outlet followed five months later, in October 2018. These offer sales opportunities for U.S. meat and meat products. There is an increasing popularity of phone/internet food ordering and delivery services due to the heavy traffic movement that is usually typical of the two main cities, Accra and Kumasi. The restaurants and fast foods services segments make use of this innovative method to satisfy customers.

Ranked fourth, and after the quick service/take away services sector is the cafés segment. This segment includes cafés, pizza shops, grills, and steak houses. This segment of the food market in Ghana is growing substantially, with Vida e Caffè, Pizza Hut, Second Cup, Pinkberry and Steak Escape among the foreign franchises to enter the market space. Also included in this segment are smaller and usually informal restaurants that serve simple cheap meals and drinks (mainly local Ghanaian dishes and instant noodles). Sales opportunity exists for U.S. poultry meat and products as well as condiments & sauces.

Best consumer-oriented product prospects based on growth trends

Poultry meat & products were among the top 10 best consumer-oriented product prospects based on growth trends. Food preparation products, seafood, beer, distilled spirits, dairy products, fruit and vegetable juices, snack foods NESOI, processed vegetables, and non-alcoholic drinks round out the group.

SECTION V. AGRICULTURAL AND FOOD IMPORTS

Ghana remains a major importer of food and agricultural products. These imports will continue to grow as Ghana's underdeveloped food processing sector is unable to meet increasing demand. Food imports mostly comprise bulk, intermediate and consumer-oriented commodities such as rice, soy, and poultry. U.S. exports of agricultural and related products to Ghana in 2021 was \$157 million, up 49.5 percent from \$105 million in 2020. Although U.S. exports to Ghana had mostly been soybean, rice, and poultry, exports of U.S. snack foods NESOI, dairy products, fruit and vegetable juices, non-alcoholic beverages, breakfast cereals, chocolate and cocoa products, food ingredients, beer, and dog and cat food recorded significant growth in 2021. Based on year-over-year growth in 2021, the 10 best U.S. high-value consumer-oriented product prospects categories for the Ghanaian market in descending order are: 1) beer; 2) chocolate & cocoa products; 3) pork & pork products; 4) beef & beef products; and 5) wine & related products. Food preparations (6); seafood products (7); non-alcoholic beverages (8); fruit & vegetable juices (9); and essential oils (10) complete the list.

The 2021 top 10 leading suppliers of agricultural and related products to Ghana in descending order are China, Brazil, Netherlands, Malaysia, and Canada. The United States, Turkey, India, Indonesia, and Belgium are the remaining suppliers. Imports of consumer-oriented food from the European Union remains strong.

Ghana's Agricultural and Related Imports for 2017-2021 (in millions of dollars)

Source of Imports	2017	2018	2019	2020	2021
U.S.	202.18	101.4	135.67	105.5	156.6
World	2,187.80	2,151.54	2,114.94	2,471.39	3,267.33

Source: Trade Data Monitor LLC

Ghana's BICO Imports for 2015-2019 (in millions of dollars)

Product	2017	2018	2019	2020	2021
<i>Bulk¹</i>	<i>31.68</i>	<i>18.40</i>	<i>12.97</i>	<i>2.1</i>	<i>4.3</i>
Bulk ²	297.03	344.26	276.89	306.28	414.76
<i>Intermediate¹</i>	<i>6.7</i>	<i>6.0</i>	<i>7.1</i>	<i>11.0</i>	<i>20.2</i>
Intermediate ²	1,936.96	1,846.62	1,866.24	2,142.33	2,906.16
<i>Consumer Oriented¹</i>	<i>67.8</i>	<i>64.00</i>	<i>80.7</i>	<i>86.0</i>	<i>127.2</i>
Consumer Oriented ²	998.09	968.10	1,051.58	1,162.58	1,596.48
<i>Ag. Rel. Products¹</i>	<i>14.1</i>	<i>13.0</i>	<i>34.9</i>	<i>6.4</i>	<i>4.9</i>
Ag. Rel. Products ²	250.83	304.91	248.70	329.05	361.16
Total¹	202.18	101.4	135.67	105.5	156.6
Total²	2,187.80	2,151.54	2,114.94	2,471.39	3,267.33

Source: Trade Data Monitor LLC

SECTION VI. KEY CONTACTS AND FURTHER INFORMATION

Office of Agricultural Affairs
 American Embassy
 No 24, Fourth Circular Rd.,
 Cantonments, Accra, Ghana
 Tel: 233-30-274-1590
 E-mail: agaccra@fas.usda.gov

¹ Sourced from the United States

² Sourced from the World

www.fas.usda.gov

[Links to other government sources:](#)

<https://www.fas.usda.gov/GATS> (Trade Data)

https://www.export.gov/article?series=a0pt0000000PAtrAAG&type=Country_Commercial_kav
(Ghana Country Commercial Guide prepared by the Department of Commerce)

[Contacts of Ghana government regulatory agencies:](#)

Ghana Revenue Authority (GRA) HEAD OFFICE

Location: Off Starlets' 91 Road, near Accra Sports Stadium

Postal: P. O. Box 2202, Accra-Ghana

Phone: 0800900105 (Toll free)

Email: info@gra.gov.gh

Food and Drugs Authority (FDA) Head Office

Mail: P. O. Box CT 2783, Cantonments – Accra, Ghana

Telephone Lines: (+233) – 302-233200/ 235100, (+233) – 0299802932/3 (Hotline)

0800151000 (Toll free)

Email: fda@fdaghana.gov.gh

Ghana Standards Authority (GSA)

Address: P O Box MB245, Accra - Ghana

Tel: (+233-302) 506991-5 / 500065/6

Email: gsanep@gsa.gov.gh/gsadir@gsa.gov.gh

Veterinary Services Directorate (VSD)

Ministry of Food and Agriculture

http://mofa.gov.gh/site/?page_id=88

Plant Protection & Regulatory Services Directorate (PPRSD)

Ministry of Food and Agriculture

http://mofa.gov.gh/site/?page_id=85

End of Report

Attachments:

No Attachments