



**Euromonitor
International**

Hot Drinks in Ghana

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Table of Contents

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

COMPETITIVE LANDSCAPE

Nestlé Ghana retains its lead

Niche players gain traction

CHANNELS

Small local grocers remains dominant distribution channel

Supermarkets gain traction while e-commerce remains niche

Foodservice vs retail split

MARKET DATA

Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 3 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 4 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

COFFEE IN GHANA

Key Data Findings

2025 Developments

Coffee sales grow amid urbanisation, premiumisation, and local production initiatives

Industry Performance

Coffee consumption and local production are on the rise

Fresh ground coffee benefits from rising café culture

What's Next?

Urban consumers to fuel growth

Domestic production investments will boost local consumption

Expansion of foodservice will drive sales

Competitive Landscape

Nestlé reinforces leadership through scale, visibility and accessibility

Syycol Ltd expands from low base

Channels

Small local grocers dominate coffee distribution

E-commerce gains momentum in urban areas

Category Data

Table 26 - Retail Sales of Coffee by Category: Volume 2020-2025

Table 27 - Retail Sales of Coffee by Category: Value 2020-2025

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2020-2025

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Coffee: % Retail Value 2021-2025

Table 31 - LBN Brand Shares of Coffee: % Retail Value 2022-2025

Table 32 - Forecast Retail Sales of Coffee by Category: Volume 2025-2030

Table 33 - Forecast Retail Sales of Coffee by Category: Value 2025-2030

Table 34 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030

Table 35 - Forecast Retail Sales of Coffee by Category: % Value Growth 2025-2030

TEA IN GHANA

Key Data Findings

2025 Developments

Affordability and wellness are key drivers

Industry Performance

Black tea remains dominant amid cautious consumer spending

Wellness trend fuels growth in fruit/herbal and green teas

What's Next?

Better economic conditions will accelerate shift towards wellness-oriented solutions

Matcha tea offers growth potential

Digitalisation will fuel experimentation

Competitive Landscape

Lipton retains its lead

Smaller players show agility in face of changing consumer preferences

Channels

Small local grocers lead tea distribution

E-commerce gains traction in urban areas

Category Data

Table 36 - Retail Sales of Tea by Category: Volume 2020-2025

Table 37 - Retail Sales of Tea by Category: Value 2020-2025

Table 38 - Retail Sales of Tea by Category: % Volume Growth 2020-2025

Table 39 - Retail Sales of Tea by Category: % Value Growth 2020-2025

Table 40 - NBO Company Shares of Tea: % Retail Value 2021-2025

Table 41 - LBN Brand Shares of Tea: % Retail Value 2022-2025

Table 42 - Forecast Retail Sales of Tea by Category: Volume 2025-2030

Table 43 - Forecast Retail Sales of Tea by Category: Value 2025-2030

Table 44 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030

Table 45 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

OTHER HOT DRINKS IN GHANA

Key Data Findings

2025 Developments

Affordability remains key, alongside rising interest in functional offerings

Industry Performance

Rising prices impact demand for other hot drinks

Malt-based hot drinks leads growth

What's Next?

Rising demand for functional beverages will fuel growth

Local processing initiatives will expand competitive landscape

Digital platforms will boost consumer engagement

Competitive Landscape

Nestlé maintains its leadership

Niche players gain traction

Channels

Small local grocers lead distribution of other hot drinks

Modern retail gains traction in urban centres

Category Data

Table 46 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025

Table 47 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025

Table 48 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025

Table 49 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 50 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 51 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 52 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

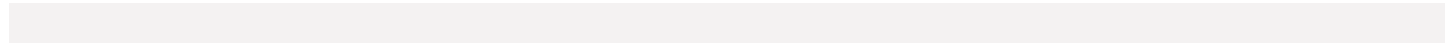
Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

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