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Report Highlights:

Ghana's retail food market is expanding, driven by a growing urban population seeking more diverse food products. Ghana's modern retail outlets are concentrated in the country's large urban centers; often acting as anchor stores in the major shopping malls. Outside of the capital city of Accra and the regional capitals, retail stores tend to be smaller. Convenience and price continue to shape Ghanaian consumer buying decisions, presenting growth opportunities across all retail channels. The retail sector remains dominated by small local grocers, who control 66 percent of the retail market. Supermarkets, hypermarkets, and the other modern food retailers account for 34 percent of retail sales. In 2025, U.S.-origin exports of consumer-oriented products to Ghana reached nearly \$151 million, up 20 percent compared to \$125 million in 2024; making the United States, Ghana's 4th largest supplier of consumer-oriented products. By CY 2026 (January-June) figures of \$93 million, are now up 35 percent from 2025 levels.

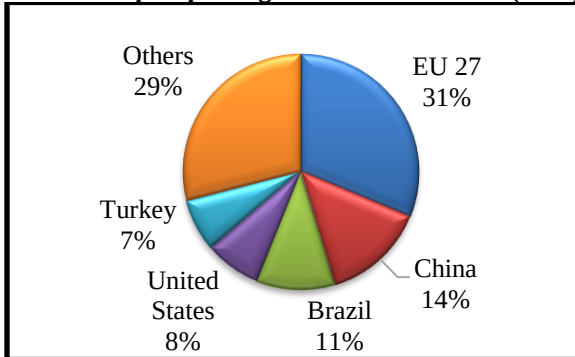
Ghana - Retail Foods Annual – 2026

Executive Summary

Ghana, a lower-middle income economy, is a gateway to the West African market. In 2024, Ghana's real gross domestic product (GDP) grew 5.8 percent and expanded to 6 percent in 2025. For 2026, growth is projected at 6.1 percent, with sustained average growth of 5 percent in the 2026-29 period. Ghana is Africa's leading gold producer and the world's second-largest cocoa producer. It is a key economic and commercial player in the African market.

Consumer-Oriented Agricultural Imports: In 2025, the European Union (EU) and China were Ghana's main suppliers of consumer-oriented food products. U.S.-origin imports of consumer-oriented products at nearly \$151 million, since 2023 are trending up; in CY 2026 (January-June) figures of \$93 million, are up 35 percent from 2025.

Chart 1: Top Exporting Countries to Ghana (2025)



Food Retail Industry: Ghana's food retail sector includes modern supermarkets, hypermarkets, mini marts, and informal retail channels, such as, corner shops. Local grocers, however, dominate 83 percent of the market. Large modern food retailers include MELCOM, Carrefour (rebranding of ex-Shoprite began in April 2026), and Palace Stores. Ghanaian consumers are price sensitive shoppers. The presence of Chinese retailers, including China Mall, along with specialty stores and neighborhood markets appeal to price sensitive buyers.

Food Processing Industry: Ghana's food processing industry is expanding; it is a major importer of food processing ingredients for local food processing and manufacture. Food processors import directly from overseas sellers. In 2025, imports of food processing ingredients grew to \$1.27 billion, up 2.5 percent from 2024's \$1.24 billion total imports. Ghana's processing sector fuels imports; as local production cannot keep pace with demand for convenience and ready-to-eat foods.

Food Service Industry: In 2025, Ghana saw food service sales of \$3.26 billion, up 3 percent, with hotel and restaurant expansion.

Quick Facts CY 2025

Imports of Consumer-Oriented Products

(\$1.96 billion)

Top 10 Growth Products in Ghana

- | | |
|----------------------------|---------------------------|
| 1) Poultry Meat | 2) Dairy Products |
| 3) Soups, Food Preparation | 4) Bakery, Cereals, Pasta |
| 5) Beef & Beef Products | 6) Meat Products (NESOI) |
| 7) Distilled Spirits | 8) Non-Alcoholic Bev |
| 9) Condiments & Sauces | 10) Chewing Gum & Candy |

Food Industry by Channels (USD billion)

Retail Food Industry	\$0.132
Food Service-HRI	\$3.4
Food Processing	\$1.27
Food and Agriculture Exports	\$4.87

Top 10 Retailers in Ghana (by sales)

- | | |
|-------------------------|-----------------|
| 1) MELCOM | 2) China Mall |
| 3) Shoprite (Carrefour) | 4) Palace |
| 5) Jumia | 6) MaxMart |
| 7) Orca | 8) Shell Select |
| 9) Marina | 10) All Needs |

GDP/Population

Population (millions): 35.3

GDP (billions USD): \$111.96

GDP per capita (USD): \$3,193

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

Strengths/Weaknesses/Opportunities/Threats

Strengths	Weaknesses
- An advanced market compared to other West African markets; good ease of doing business. - Ghana's government promotes digitalization. - A growing middle class. - Sovereign debt restructured (July 2026).	- Higher freight rates and longer transit times from U.S. ports than Europe. - High cost of customs-clearance, uncertain clearance times.
Opportunities	Threats
- Ghanaians view U.S. foods products as being of superior quality. - Growing demand for U.S. products. - With the Ghana cedi as an anchored/resilient currency, imports are affordable to finance.	- Strong European and Asian competition. - Ghana's fragile currency makes imports costly.

Section 1: Market Summary

Ghana (slightly smaller than the State of Oregon) sits on West Africa's Atlantic coast, bordering Togo, Côte d'Ivoire, and Burkina Faso; its youthful population (56 percent is under 25 years-of-age) of 35.3 million (Central Intelligence Agency, 2025 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. Its young and emerging urban middle-class, high population growth and rising mobile and internet penetration rates, heralds Africa's future as a key retail destination.

Ghana's food retail industry is evolving rapidly, reinforced by rising levels of consumer awareness, urbanization, a rising middle class, and shifting lifestyles are the forces driving consumer demand. This is supported by surging growth projections and a plunge in inflation from 23.5 percent in January 2025 to a record low of 3.2 percent now in March 2026. Real gross domestic product (GDP) is projected to expand 6.1 percent by 2027, fueled by private consumption, investment, and commodity output.² By 2027, Ghana is expected to narrowly overtake Côte d'Ivoire as West Africa's second-largest economy by nominal size, although Côte d'Ivoire will maintain a faster real growth rate. Externally, the Persian Gulf conflict (2026) continues disrupting import supply chains but nevertheless has helped boost Ghana's export revenue with elevated gold and oil prices. Domestically, stability is reinforced by completing its \$3 billion International Monetary Fund's (IMF) Extended Credit Facility program ahead of schedule.³ Agriculture (39 percent) and services (41 percent) employ the bulk of the workforce.

FAS Accra (Post) finds the Ghanaian food market segmented between low-income consumers, that rely on informal channels for most of their food purchases (i.e., staples), and middle-income consumers, that although price conscious, do tend to seek out the more expensive value-added products found at supermarkets and hypermarkets. Middle and upper-income consumers tend to look for healthier and more convenient food options for shopping in modern grocery chains, but for staple foods, open market purchasing is at times appealing. Post sees food prices in the modern grocery retail sector increasing. This is not surprising given that these retailers are regulated through a combination of taxes, levies, and value-added tax (VAT) requirements.

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); Accra (2.7 million); and 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.

² Ghana's GDP grew 6.3 percent in the first three quarters of 2024, surpassing 2.6 percent in 2023, but faces double-digit inflation. Consumer inflation is expected to decrease to 10.2 percent in 2025 from the 20.6 percent registered in 2024. Consumer inflation eased to 4.6 percent in July 2026, dropping from 5.3 percent in June 2026.

³ In 2022-2023, real GDP dropped from 3.8 percent to 2.9 percent due to global events. In 2022, Ghana defaulted on its debt. In 2026, Ghana transitioned into a non-financing Policy Coordination Instrument (PCI), concentrating on structural economic reforms, policy advice, and maintaining long-term debt sustainability without taking new loans with the IMF. See, <https://presidency.gov.gh/ghana-successfully-completes-imf-bailout-programme-transitions-to-policy-coordination-instrument/>. The last outstanding piece of Ghana's sovereign bonded debt was resolved on July 13, 2026. The Ministry of Finance finalized the exchange of the remaining specialized SADDERA (Savings and Development Economic Recovery Agreement) Notes, closing the door on the commercial debt overhaul. By July 27, 2026, the International Monetary Fund (IMF) Executive Board completed its sixth and final review of the \$3 billion Extended Credit Facility (ECF). The IMF unlocked the final \$371 million disbursement, transitioning Ghana to a 36-month Policy Coordination Instrument (PCI) to lock in economic reforms. See, International Monetary Fund (IMF), Press Release No 26/260 (July 27, 2026), located at: <https://www.imf.org/en/news/articles/2026/07/27/pr25260-ghana-imf-exec-board-completes-6th-rev-arr-ecf-concludes-2026-aiv-consult-rev-req-36mo-pci>.

Post also observes that the distribution of consumer-oriented foods between Ghana’s major population centers, that is, Accra, Takoradi, Kumasi, and Tamale, and to the other large urban centers, is for the most part quick and reliable. In other areas of the country, food distribution infrastructure is less developed. This being the case, it is expected that local food manufacturers and food distributors will concentrate their efforts and investments in Ghana’s main urban areas.

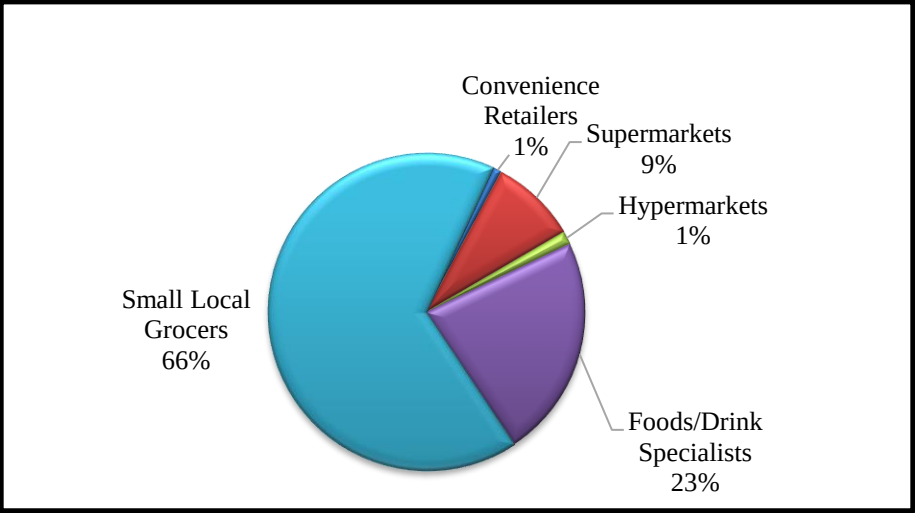
For the 2025-29 period, Ghana is expected to see a modest increase in the number of households, with extended households remaining the predominant type. The Ghanaian market, and particularly the urban centers, remain price sensitive. Prices were a pivotal factor in 2025; which are expected to continue to shape consumer choices towards more economical and affordable brands in 2026.

Advantages and Challenges

ADVANTAGES	CHALLENGES
Ghana has insufficient food production and processing capabilities. Demand for processed foods and ingredients is high.	Ghanaian consumers are price-sensitive and used to competitive pricing given the economy’s openness.
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 has a young, population of 35.3 million; its middle-class increasingly demands healthy foods.	Higher freight rates and longer transit times from U.S. ports than from Europe and the Middle East.
The retail sector is shifting to more western-style shops and convenience stores.	U.S. suppliers perceive Ghana as a small market. There are a limited number of freight consolidators willing to meet Ghanaian importers’ requirements.

Retail Sales by Channel

Chart 2: Ghana, Retail Market by Channel (2025)



Source: Euromonitor International; FAS Accra office research.

Ghana's retail sector reportedly reached \$33.2 billion in 2024, up from \$24.4 billion in 2021.⁴ Ghana ranked 25th in the world and 5th in Africa in the A.T. Kearney 2023 Global Retail Development Index.

Ghana's retail food sector is dominated by small local grocers, or community shops that account for 66 percent of the market. They are typically in both urban and rural areas, making this channel accessible to most local consumers. More importantly they offer products in smaller pack sizes and credit, making them predominantly attractive to lower-income consumers. Food/Drinks Specialist make up 23 percent, while Supermarkets, hypermarkets and the others account for 11 percent of the marketplace; warehouse clubs, discounters are practically non-existent.

Food e-Commerce continues picking up. Online food delivery and grocery delivery markets anticipate increasing revenues in the coming years. These foresee improved mobile phone penetration and access to the internet as driving market force. Demand for food and consumer goods are expected to remain strong thanks to population growth, urbanization, and the country's ongoing economic recovery.

U.S. export opportunities exist for supplying the convenience food sub-market, especially with ready-to-eat meals and packaged snacks. Post notices that consumers are embracing convenience foods; thanks to urbanization combined with busier lifestyles coupled with changing consumer preferences.

Section 2: Road Map for Market Entry

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

The Ghanaian market requires companies to 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, that benefit from shorter shipping distances. Other market requirements by Ghanaian importers include:

- Requiring the services of customs brokers and freight consolidators in the United States to handle their ordering and shipment; as a means of minimizing their shipping costs.
- Preference for mixed container purchase.
- Seeking exclusive distribution/agency agreements from exporters.
- Preference for visibly displayed production and expiry date in the format; “*dd-mm-yyyy*.”

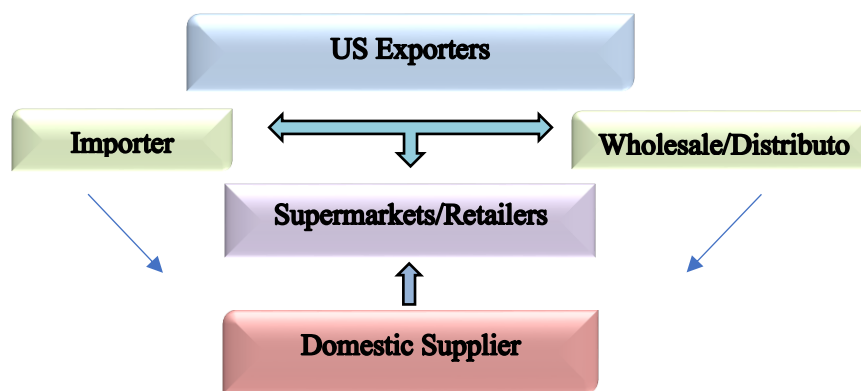
Agents/distributors are key components in developing exports of U.S. consumer-ready foods to Ghana. It is recommendable that U.S. exporters enter the Ghanaian market with the assistance of a distributor, importer, agent, or broker who understands the local marketplace. Ghana, like many other West African countries, values relationships; these are critical for successful business. U.S. exporters are encouraged to take one or more of the following steps to ensure easy access to the Ghanaian market:

⁴ As growth in Asia slows, Africa is being spotlighted to emerge as the next big retail hotspot. Ghana and Côte d'Ivoire are growing faster than regional growth and the world average. Growing, young and urban populations, that are also increasingly more affluent are driving the African continent's aggregate potential as an emerging retail market. See, A.T. Kearney 2021 Global Retail Development Index, located at: <https://www.kenney.com/industry/consumer-retail/global-retail-development-index/2021>.

- Collect and analyze market potential and compliance with market conditions and regulations. For that, reach out to the USDA/FAS Accra team (agaccra@usda.gov).
- U.S. exporters should plan to visit Ghana to learn more about a potential local agent, importer and or distributor, as well as to gain insights into the market before signing any agreement. Contact the USDA/FAS Accra team for help 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 and expiration dates.

Import Procedures: For detailed information and recommendations on how to export to Ghana, see [GAIN-GHANA | GH2026-0023 | Ghana, Exporter Guide Annual - 2026](#); [GAIN-GHANA | GH2026-0018 | Ghana, FAIRS Country Report Annual - 2026](#); and [GAIN-GHANA | GH2026-0019 | Ghana, FAIRS Export Certificate Report Annual - 2026](#).⁵

Figure 1: Market Structure and Distribution



⁵ U.S. Department of Agriculture (USDA)/Foreign Agricultural Service (FAS) Accra, GAIN-GHANA | GH2026-0023 | Ghana, Exporter Guide Annual – 2026, located at: https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Exporter%20Guide%20Annual_Accra_Ghana_GH2026-0023.

U.S. Department of Agriculture (USDA)/Foreign Agricultural Service (FAS) Accra, GAIN-GHANA | GH2026-0018 | Ghana, FAIRS Country Report Annual – 2026, located at: https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Country%20Report%20Annual_Accra_Ghana_GH2026-0018.

U.S. Department of Agriculture (USDA)/Foreign Agricultural Service (FAS) Accra, GAIN-GHANA | GH2026-0019 | Ghana, FAIRS Export Certificate Report Annual – 2026, located at: https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Export%20Certificate%20Report%20Annual_Accra_Ghana_GH2026-0019.

Distribution Channels: Commercial transactions are through importers, major distributors/agents who sell to wholesalers, sub-wholesalers, supermarkets, hypermarkets, and other retailers, including restaurants and hotels. The eventual choice of source, however, depends on the size and financial capabilities of these supermarkets, hypermarkets, superstores, and sub-wholesalers. Some of these stores import High-Value Products directly by operating their own trading/importing firms separate from their supermarket businesses. These registered trading/importing firms source supplies on behalf of their supermarket outlets, as well as potentially also sell to competing retailers given the right pricing.

FAS Accra's market research in Ghana's Western Region (Sekondi-Takoradi (capital and massive twin-city) Tarkwa; Axim; Elubo; Prestea; and Half Assini), finds that most of the top retailers purchase products from importers and distributors located in Accra.

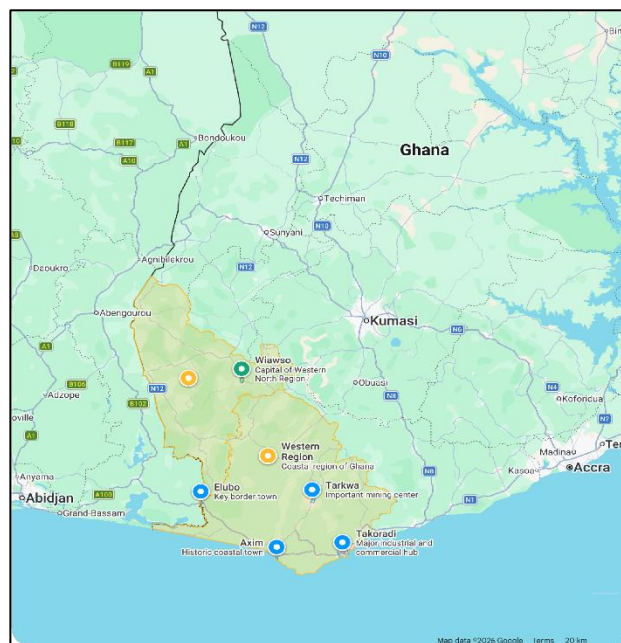


Table 1: Ghana, Company Profiles - Leading Retailers

Name of Retailer	Description	Number of Outlets
MELCOM	Hypermarket	75
Jumia	Online	-
Carrefour (ex-Shoprite)	Supermarket	7
Palace Hypermarkets	Hypermarket	5
Koala	Supermarket	2
Mr. Price	Departmental Store	4
MaxMart Family Shopping Center	Supermarket	7
China Mall	Supermarket	15
Marina Supermarket	Supermarket	2
All Needs	Supermarket	5

Source: Euromonitor; FAS Accra office research.

Informal convenience shops form the bulk of the food retail sector; which includes mini-supermarkets, small grocery stores, gas-marts, numerous kiosks, and roadside stalls. These convenience stores have limited capital and significant space limitations; favoring purchasing from sub-wholesalers or super-retailers located in traditional markets. However, some with good capital reserves will buy from wholesalers. Small grocery stores are located at prime locations and in neighborhood communities where high sales potential exists. Gas-marts (i.e., fuel stations with convenience stores) are growing rapidly, with more space reserved for fast food sales. Product prices are often greater than those at other convenience stores. Unreliable electric supply, forces convenience stores avoid stocking frozen foods.

Retail outlets at traditional open markets consist of small stalls clustered in a large grouping under a single roof or an open-air venue. These retailers, much like the small grocers, buy from sub-wholesalers

or super-retailers due to limited capital. Products at traditional open markets are priced lower than other retail outlets. Price conscious Ghanaian consumers will often favor buying local staple foodstuffs (e.g., fresh fruit and vegetables, meat and frozen fish), at traditional open market venues.

Sector Trends: The Ghanaian food retail sector is concentrated in Accra (capital), Kumasi, and Takoradi. FAS Accra is observing an expansion of shopping and food retail centers across the country's regional capitals. While a sizable portion of the population still prefers to do its weekly shopping at the traditional open markets, middle-class growth is modifying consumer/buyer behavior. Product development and digital marketing are influencing distribution, purchasing, and consumer use.

Ghana's favorable business environment makes it an attractive investment destination. International retailers and food service chains are keen to expand presence in Ghana. These include the likes of Burger King, KFC, and Pizza Hut, among others.

Following Shoprite's (South Africa) corporate decision to exit the Ghanaian retail market, to focus efforts on its South African operations, Brands For All stepped in and acquired all seven existing Shoprite hypermarkets.⁶ Shortly after, in December 2025, the French retail giant Carrefour Group capitalized on the acquisition by signing a strategic franchise and supply agreement with Brands For All to systematically rebrand the entire network. It is not a direct buyout by Carrefour of Shoprite's lock, stock, and barrel, but rather is a recourse to Carrefour's asset-light international development model. Wherein Brands For All acts as the local operator, managing day-to-day store staffing, logistics, and regional execution; while Carrefour International provides global supply chains, store layouts, strict operational guidelines, and its popular private-label product lines.

E-commerce at the same time is also picking up in Ghana; with potential for growth. The internet market is dominated by its mobile operators, which have a national penetration rate of over 80 percent according to the Ghanaian National Communications Authority. Local online delivery retailers such as Jumia, and use of online grocery platforms and chat app WhatsApp for online food and grocery orders are expanding, playing a key role supplying restaurants, grocery stores, and other food and beverage retailers. This is particularly the case among young professionals in the larger urban centers. Online platforms offers convenience, payment flexibility, and access to a wide range of products.

Digital distribution and e-commerce are gradually influencing how staple foods are marketed and accessed in Ghana, particularly in urban and peri-urban areas. Local Small and Medium-sized Enterprises (SMEs) fully embrace the use of social media platforms like Facebook, Instagram, TikTok, and WhatsApp Business for marketing and direct-to-consumer reach. Brands such as Farmer's Market Ghana, which partners with local producers to deliver staples, yams and vegetables directly to consumers in Accra and Kumasi, are integrating digital channels into their business models. These companies use social media to engage customers, post nutritional content, run flash sales, and arrange delivery through partnerships with Yango, Bolt Food, or independent logistics riders.

Like many sub-Saharan Africa countries, Ghana presents exciting opportunities for the food retail business; buoyed by rapid urbanization, middle-class growth, and a transformation in eating habits due

⁶ Graphic Business, "Leading Food Retailer Carrefour Group taking over Shoprite Franchise in Ghana," located at: <https://www.graphic.com.gh/business/business-news/leading-food-retailer-carrefour-group-taking-over-shoprite-franchise-in-ghana.html>.

to changing lifestyles. Consumption patterns for a growing portion of the population (especially for the urban dwellers) are gradually favoring western-style foods, leading to the rapid takeoff of brands like KFC, Pizza Hut, Second Cup, and Burger King. Food retailers prefer stocking smaller volumes of consumer-ready food products, prepared, and packaged for one-time or minimal period factoring in consumers’ price sensitivities. Consumer demand for affordable products is high.

Rising consumer health consciousness is projected to continue to shift the market towards healthier options in categories like breakfast cereal. This creates opportunities for companies to develop offerings that meet evolving demand. However, healthy eating habits remain limited to high-income groups. The lower-income group focuses primarily on maintaining adequate nutrition.

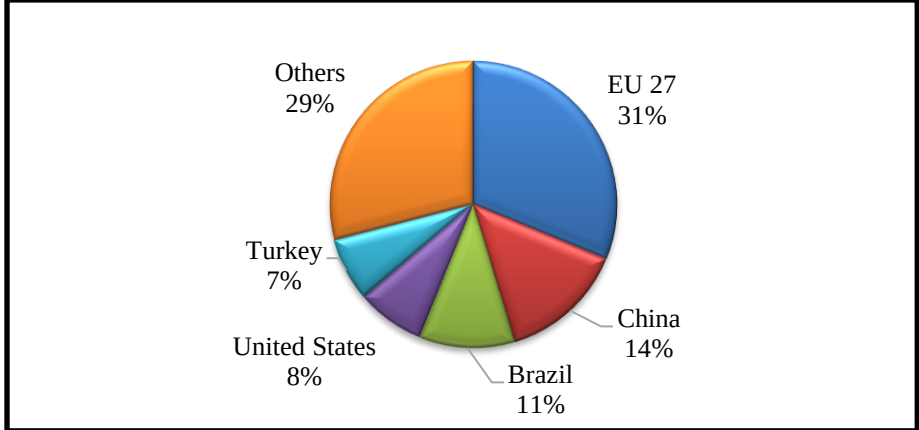
Section 3: Competition

Ghana is a major importer of food and agricultural products; including consumer-oriented food products. In 2025, Ghana’s food and agricultural product imports from the world grew from \$3.28 billion to \$3.90 billion, up 17.6 percent. Imports from the United States jumped from \$147 million to \$174.6, up by over 18 percent. Consumer-oriented food products imports alone jumped to about \$1.96 billion, a 14 percent increase from \$1.69 billion the same period in 2024, evidencing renewed strong import growth potential. Ghana’s consumer-oriented product imports are led by poultry meats and poultry products, soup and food preparations, dairy, bakery goods, and beef and beef products.

In 2025, U.S.-origin exports to Ghana of consumer-oriented food products were close to \$150 million, up from \$122 million by almost 23 percent; making the United States, Ghana’s 4th largest supplier of consumer-oriented products. In calendar year (CY) 2026 (January-June), U.S.-origin consumer-oriented food exports to Ghana, by value, already exceed \$93 million, and at this pace are up 35 percent.

The European Union (EU) and China are the main competitors for U.S. consumer-oriented products. The EU is Ghana’s largest supplier of consumer-oriented products (representing 31 percent of the market) followed by China (14 percent). These two origins ship primarily poultry and meat products, dairy, food preparations, and other consumer-oriented food products. Other key suppliers include Brazil, the United States, Turkey, India, the United Kingdom, and South Africa.

Chart 3: Ghana, Top Suppliers - Consumer-Oriented Products by Country (2025)



Source: Trade Data Monitor; FAS Accra office research.

Section 4: Best Product Prospects

Table 2: Top 10 Consumer-Oriented Products, World Exports to Ghana (2021-2025)

Year	2021	2022	2023	2024	2025	% Change 2024/2025	% CAGR 2021/2025
Products	Value USD (Millions)						
Poultry	440.7	309.6	329.0	390.2	509.1	23.4	3.7
Dairy	205.4	195.5	141.4	155.4	219.9	29.3	1.7
Soups & Other Food Products	141.5	143.4	129.9	174.7	184.4	5.3	6.8
Bakery Goods	93.1	81.4	73.3	112.2	151.9	26.1	13.0
Beef & Beef Products	91.0	69.9	76.9	95.2	144.8	34.2	12.3
Meat Products NESOI	48.6	46.3	51.9	62.5	103.5	39.6	20.8
Tea	125.6	119.7	157.6	175.8	97.7	-81.2	-6.2
Distilled Spirits	51.9	42.0	45.8	53.5	69.1	22.6	7.4
Non-Alcoholic Bev	83.3	62.6	51.5	61.1	66.3	7.9	-5.6
Processed Vegetables	62.4	56.2	70.8	91.7	62.8	-45.9	0.2
Condiments & Sauces	48.6	36.7	32.0	46.0	61.0	24.5	5.8
Chewing Gum & Candy	40.8	30.0	42.1	38.6	48.4	20.3	4.4
Wine & Related Products	41.1	39.5	34.0	35.8	38.1	5.9	-1.9
Fresh Fruits	23.4	23.2	20.6	28.6	35.8	20.1	11.1
Fresh Vegetables	15.6	11.5	14.8	42.9	22.9	-87.6	10.0
Fruits and Vegetable Juices	24.4	15.2	9.9	16.4	18.2	9.6	-7.1

Source: Trade Data Monitor; FAS Accra office research.

Table 3: Top Consumer-Oriented Products, U.S Exports to Ghana (2021-2025)

Year	2021	2022	2023	2024	2025	% Change 2024/2025	% CAGR 2021/2025
Products	Value USD (Thousands)						
Poultry	92,599	60,244	57,193	83,773	117,388	40	6.1
Soups & Other Food Products	12,886	11,432	19,118	29,701	25,668	-14	18.8
Dairy	5,660	3,532	1,460	1,247	1,030	-17	-34.7
Non-Alcoholic Bev	986	1,303	842	1,385	920	-34	-1.7
Fruits and Vegetable Juices	1,125	172	644	523	936	79	-4.5
Wine & Related Products	634	750	669	529	508	-4.2	-5.4
Dog & Cat Food	1,396	1,197	536	418	432	3	-25.4
Bakery Goods	691	335	102	231	210	-9	-25.8
Condiments & Sauces	632	400	376	210	190	-9	-26.0
Processed Vegetables	131	112	370	22	129	491	-0.4
Chewing Gum & Candy	186	85	119	299	102	-66	-13.9
Distilled Spirits	110	35	97	134	97	-28	-3.1

Source: USDA/FAS - Global Agricultural Trade System (GATS); FAS Accra office research.

Ghana is a competitive and price sensitive market. Prospective exporters should look at Ghana as a long-term market investment opportunity and be persistent. Exporters should be sensitive in brand positioning and be prepared to engage in sufficient marketing activities and advertising.

Present best prospects for imported consumer-oriented food products include poultry meat, various meat (i.e., beef and pork) products, dairy products, soups, bakery goods, cereals, pasta, and non-alcoholic beverages. While most of these categories witnessed strengthening imports, U.S.-origin bakery goods, and dairy products volumes are declining due to more competitive pricing from other origins.

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 (HS 1517.90, 1510)	Malaysia: \$147.8 million Indonesia: \$163 million EU: \$49 million Turkey: \$32.9 million Côte d'Ivoire: \$7 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 (HS 1702, 1702.90)	Brazil: \$107 million Guatemala: \$60 million EU: \$37 million Morocco: \$30 million	Brazil is one of the world's largest sugar producers, offering competitive pricing and a reliable supply chain. Guatemala seems to be a new entry that has taken more than half of trade value of sugar from some of the major suppliers.	Local sugar production is limited, and quality may vary. Local suppliers can contribute to the local economy and reduce dependence on imports.
Dairy Products (HS 0401.10; 0405)	EU: \$114.2 million Malaysia: \$40.6 million New Zealand: \$15.7 million Singapore: \$12 million Australia: \$9.4 million	These countries are known for high-quality dairy and offer competitive pricing.	No local supply. There is room for U.S. companies to enter the market.
Wheat Flour (HS 1001.99)	Canada: \$226 million EU: \$114 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 Preparations and Spices (HS 2106.90)	EU: \$48.9 million China: \$60 million USA: \$28 million India: \$19 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 (HS 1003.10, 1107.10)	EU: \$21 million	Europe mostly meets barley and malt demand requirements.
Food Additives, Other (HS 2916; 2907)	China: \$5.9 million India: \$4.2 million Indonesia: \$1.45 million	The Ghanaian food processing industry relies on imported food additives.
Food Coloring (HS 3204; 3203)	India: \$9.7 million China: \$10.7 million Côte d'Ivoire: \$1.7 million EU: \$2.3 million	There is a significant demand for food coloring agents. There is room for U.S. companies to enter the market.
Fresh Fruits (HS 0810.90)	South Africa: \$18.6 million Senegal: \$5.2 million Côte d'Ivoire: \$4.8 million EU: \$4 million	There is room for U.S. companies to enter the market.

Source: Trade Data Monitor; FAS Accra office research.

Product Not Present in Market due to Significant Barriers

Several American food and agricultural products face strict barriers that completely block or heavily limit their presence in the Ghanaian marketplace. These limitations stem from official prohibitions, restrictive import quotas, and rigid sanitary/phytosanitary (SPS) regulations enforced by the Ghana Food and Drugs Authority (Ghana FDA). For example, the Ghanaian government has longstanding ban on the importation of turkey tails (*chofi*) due high-fat content concerns, this effectively shuts out U.S. poultry exporters from this specific market segment. Also, since 2014, Ghana has enforced a complete ban on the importation of tilapia (primarily targeting Nile tilapia - *Oreochromis niloticus*) and related aquaculture products to protect local fishermen and domestic fish farming.⁷ The strict 2014 import ban does not legally extend to American catfish (*Ictalurus punctatus*); however, to import American catfish, a U.S. exporter must meet Ghana's Fisheries Regulations, securing a specialized import permit from Ghana's Fisheries Commission.⁸ Ghanaian catfish production relies on high-cost imported feed, that keep domestic fish prices high. While this makes American fish look price-competitive, the Ghana actively manages the volume of issued permits to avoid flooding the market and undercutting local aquaculture jobs.⁹

⁷ The ban implemented by Ghana's Ministry of Fisheries and Aquaculture Development (MoFAD) is highly specific and comprehensive regarding the target species. The phrase "related aquaculture products" refers to the genetic components, lifecycle stages, and biological derivatives of the tilapia family and ornamental fish. It is not a blanket ban on all farmed fish, but rather a strict biosecurity quarantine. Beyond protecting local farmers from cheap foreign imports (i.e., from China), the technical reason was the emergence of the Tilapia Lake Virus (TiLV). Because TiLV has no known cure and threatens the local Akosombo tilapia strain, Ghana locked down the borders to all tilapia genetic material. While the United States produces tilapia, U.S. domestic production accounts for 5 percent of total tilapia consumed; the U.S. tilapia market is defined by small-scale production with reliance on foreign imports.

⁸ The specialized import permit must be accompanied by an international health certificate from a competent U.S. authority certifying the fish's origin, disease-free status, and safety (from NOAA or the USDA).

⁹ The import of high-value crustaceans is permissible, provided it meets standard sanitary clearance via the Ghana FDA. The primary limitation for American crustaceans in Ghana is not a legal block, but rather prohibitive tariff compounding (import duties, ECOWAS levies, and a high value-added tax (VAT) restricting demand to luxury hotels and high-end restaurants.

The Ghana-EU Economic Partnership Agreement (EPA) and the Ghana-UK Interim Trade Partnership Agreement (TPA): These agreements with Ghana establish a highly asymmetrical trade relationship. Ghana is receiving immediate duty-free and quota-free access to European markets; at the same time it has been phasing out tariffs on 78 percent of goods imported from the European Union (EU) and the United Kingdom (UK).¹⁰ The structural terms of these agreements create a stark competitive disadvantage for U.S.-origin food and agricultural commodities entering the Ghanaian marketplace. These tariff reductions are structured progressively; by 2024, 72 percent of the covered tariff lines have achieved duty-free status. The year 2029, marks the final implementation phase, where the final 6 percent of the covered tariff lines will see their customs duties eliminated. That is, by 2029, nearly four-fifths of all European- and British-origin goods will enter Ghana with zero import tariffs. At the same time, U.S.-origin products will continue to be hit with the standard ECOWAS Common External Tariffs (CET), that ranged from 20 percent to 35 percent on finished consumer goods.

To prevent the collapse of its domestic industries, Ghana negotiated an exclusion list covering the remaining 22 percent of tariff lines. European and British imports of these products will not receive tariff-free treatment. Most major agricultural and food commodities are excluded from the liberalization schedule. The permanent exclusions include: 1) meat and poultry; 2) crustaceans and dairy products; and 3) agricultural staples and commodities (including olive oil; table olives, fruits, coffee, cocoa, cotton, rubber and its articles, and tobacco). It is understood that since these categories are frozen out of the trade agreements, the EU and UK will not receive preferential tariff advantages over the United States. For the 78 percent of the goods that are liberalized, the competitive reality for U.S. exporters changes in 2029. Many intermediate food ingredients, specific baking elements, and high-end consumer packaged goods fall into the liberalized categories. U.S. consumer-oriented food exports (e.g., specialized snack foods, certain grains, and sauces) will struggle to compete in Ghana. Compounded by Ghana's high internal value-added taxes (VAT), the tariff-free pricing of European foods will make U.S. brands look artificially expensive. European and British wines and select spirits are progressively moving toward a massive financial edge. While American vintages face high statutory import levies, French, Italian, Spanish, and British alternatives are progressively insulated from these duties. By 2029, American wine will be functionally priced out of the mid-tier consumer market, remaining accessible only as a hyper-luxury novelty.

Neighboring Côte d'Ivoire is executing an identical 10-year, five-stage asymmetric tariff-dismantling program that re-shapes the competitive landscape for U.S. agricultural exports to that market and throughout the Coastal West Africa Region. Côte d'Ivoire has implemented its own Interim Economic Partnership Agreement (iEPA) with the EU and its mirror trade agreement with the UK. In August 2026, Côte d'Ivoire executed the fourth phase of tariff cuts, eliminating duties on 1,074 tariff lines (bringing total liberalized European items to 70 percent). By 2029, with implementation of the final phase of the tariff-dismantling program, the Ivorians will have eliminated import customs duties on 85 percent to 88 percent of all EU- and UK-origin tariff lines. U.S. exporters will enjoy no such preferences, facing the standard, compounding ECOWAS CET on those same goods. Mirroring the situation in Ghana, Côte d'Ivoire to protect its highly critical (protectionist) agricultural economy, has designated 12 percent to 15 percent of its tariff lines as "sensitive products," to be permanently excluded from liberalization. These include: 1) poultry, beef, and pork; 2) raw staples (e.g., rice, onions, potatoes, sugar, and milk derivatives; and 3) traditional crops (e.g., cocoa, coffee, and local fruits, pineapples, and bananas).

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¹⁰ U.S. Department of Commerce (DOC)/International Trade Administration (ITA), "Ghana Trade Agreements," (September 22, 2022), located at: <https://www.trade.gov/market-intelligence/ghana-trade-agreements>.

Section 5. Key Contacts and Further Information

Ghana, Government Regulatory Agencies	Role
Ministry of Food and Agriculture (MOFA) P. O. Box M37, Ministries, Accra- Ghana Tel: +233 (0) 50 916 3727 Email: info@mofa.gov.gh Website: https://mofa.gov.gh/site/	Lead agency responsible for developing and executing policies and strategies for the agriculture sector
Ministry of Trade, Agribusiness and Industry (MoTAI) P. O. Box M37, Ministries, Accra- Ghana Tel: +233(0) 553 619 943 Email: motichief@moti-gh.com Website: https://moti.gov.gh/new/	Lead policy advisor to government on trade, industrial and private sector development
Ghana Food and Drugs Authority (Ghana 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 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/	Ghana's Customs Authority
Ghana Environmental Protection Agency (Ghana EPA) P.O. Box M.326 Accra, Ghana Tel: +233 506 694 760; +233 506 699 466 Email: info@epa.gov.gh Website: https://www.epa.gov.gh/new/	Lead agency dedicated to improving, conserving and promoting the country's environment.

Ghana, Other Import Specialist Technical Contacts	Role
Ghana Standards Authority (Ghana SA) 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.
Ghana Ports and Harbors Authority P. O. Box 150, Tema, Ghana Tel: +233 303202631 Email: headquarters@ghanaports.net Website: ghanaports.gov.gh/	Ghana's Ports and Harbors Authority

USDA/FAS Office of Agricultural Affairs (OAA)	Coastal West Africa Region (CWAR)
U.S. Embassy/FAS OAA Accra No. 24 Fourth Circular Road Cantonments Accra, Ghana Tel: +233 (0) 30 274-1590 Email: AgAccra@usda.gov Websites: https://fas.usda.gov/regions/ghana http://www.fas.usda.gov	U.S. Embassy/FAS OAA Abidjan Abidjan, Cocody Riviera Golf 01 B.P. 1712 Abidjan 01, Côte d'Ivoire Tel: +225 2722 494 000 Email: AgAbidjan@usda.gov Websites: https://www.fas.usda.gov/regions/cote-divoire http://www.fas.usda.gov

Links to U.S. Government Sources

- USDA/FAS: <http://www.fas.usda.gov>
- USDA/FAS Regions/Ghana: <https://fas.usda.gov/regions/ghana>
- USDA/FAS Regions/Côte d'Ivoire : <https://www.fas.usda.gov/regions/cote-divoire>
- USDA/FAS – Global Agricultural Trade System (GATS): <https://www.fas.usda.gov/GATS>
- USDA/FAS – Global Agricultural Information Network (GAIN): <https://gain.fas.usda.gov/>
- U.S. Department of Commerce/International Trade Administration (ITA) - Ghana Country Commercial Guide: <https://www.trade.gov/country-commercial-guides/ghana-market-overview>
- U.S. Embassy Accra, Ghana: Website <https://gh.usembassy.gov>
- U.S. Embassy Accra, Ghana: X <https://x.com/USEmbassyGhana>
- U.S. Embassy Accra, Ghana: Facebook <https://www.facebook.com/USEmbassyGhana/>
- U.S. Embassy Accra, Ghana: Instagram <https://www.instagram.com/usembassyghana/>

Attachments:

No Attachments