Required Report: Required - Public Distribution

Date: June 18, 2024

Report Number: GH2024-0010

Report Name: Exporter Guide Annual

Country: Ghana

Post: Accra

Report Category: Exporter Guide

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Report Highlights:

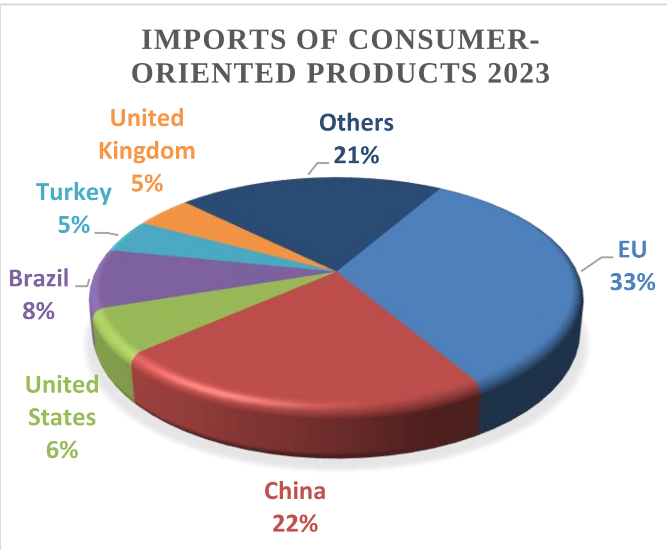
Ghana's economic decline is starting to stabilize after the country sought International Monetary Fund (IMF) support through an Extended Credit Facility (ECF) program worth approximately $3 billion. U.S. exports of agricultural and related products to Ghana decreased to $107.31 million in 2023 down 15 percent from 2022.

Executive Summary

The value of Ghana's agricultural and related imports was $2.66 billion in 2023, a decrease of about 2.5 percent compared to $2.73 billion in 2022. Ghana's market is relatively advanced compared to many others in Africa. 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, poultry meat, food preparations, soybeans, and dairy products.

Imports of Consumer-Oriented Products

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



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. Retail outlets stock lots of processed foods because of growing demand, 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 spending increased to $24 billion in 2023, thanks largely to the growing middle class. The sector is made up of large supermarkets and hypermarkets, mid-sized grocery stores, convenience stores, and smaller independent shops, stalls, or kiosks near homes and in open markets. Traditional retail channels are preferred over modern channels largely due to the lower prices. Modern grocery retailers will continue increasing in the future due to growing urbanization.

Quick Facts CY 2023

Imports of Consumer-Oriented Products

Total value of U.S. consumer-oriented products imported was $107 million in 2023. This represents a decrease of about 15 percent compared to 2022.

Top 10 Growth Products

1.Poultry Meat	2. Food Preparations
3.Other Consumer Products	4. Dairy Products
5 Fruits and Vegetables	6. Wine
7. Fresh Vegetables	8. Dog & Cat Food
9.Condiments & Sauces	10. Beer

Top Retailers

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

GDP/Population

Population *(million)*:	31.738 (2020)
GDP *($ billion)*:	73.77 (2022)
GDP per capita at PPP *($)*:	2,175.9 (2022)

SWOT Analysis

Major Strengths	Major Weaknesses
A very open market compared to other West African countries. A comparatively advanced market per ease of doing business. Increasing efforts in digitalization led by the Government	High Level of debt, Government currently going through debt restructuring program. Economy is mainly cash driven. Significantly higher cost of freight incurred in getting U.S. High Value Products (HVPs) onto the Ghanaian market.
Major Opportunities	**Major Threats**
Ghanaian consumers associate U.S. food products with high quality. U.S. High Value Products (HVPs) have always enjoyed high demand. A fast-growing economy and associated middle-class.	Competition is strong from traditional suppliers in Europe and Asia. A fragile local currency against the dollar usually makes U.S. imports relatively expensive.

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

SECTION I. MARKET OVERVIEW

Population and Key demographic

According to the World Bank, Ghana has an estimated population of about 35 million and it's expected to grow. It is a youthful country with the median age being 21 years old with half the population living in urban areas. Ghana is a country made up of varied ethnic groups and remains relatively advanced compared to other African countries.

Size of economy

Ghana's economy is diversified with a sturdy agricultural sector, growing services sector and manufacturing industry. The country is a major producer of gold, cocoa, oil, the second-largest cocoa producer in the world, and the largest gold producer in Africa.

The country experienced an economic crisis in 2022, mainly because of the impact of the COVID-19 pandemic, the war in Ukraine and persistent challenges such as high inflation, currency depreciation, low growth rate, and pressure on public finances took the country through external shocks that worsened prevailing fiscal and debt liabilities, resulting in restricted access to international markets and limited domestic financing options. The economy suffered substantially through 2023 and tumbled into an economic recession. Inflation reached an all-time high of 53.6 percent in January 2023 then dropped significantly to 23.5 percent in January 2024, and has since risen slightly to 25 percent.

Ghana's economic decline is starting to stabilize after the country sought International Monetary Fund (IMF) support through an Extended Credit Facility (ECF) program of the IMF for approximately $3 billion. The IMF reached a staff level agreement on the ECF with Government of Ghana (GOG) officials enabling the country to access $600 million in May 2023.
According to the Economist Intelligence Unit (EIU), Ghana's real GDP growth will accelerate but remain subdued in 2024 as double-digit inflation weighs on domestic demand. They forecast that real GDP growth will pick up more sharply in the medium term (2024-27 forecast period), but will reach 5.8 percent in 2027, driven by a recovery in investment and private consumption (as monetary conditions loosen) and by strong gold and oil export earnings.

Recent Trends

Rapid urbanization and gains in economic growth will continue to stimulate an emerging middle- and upper-class as consumers embrace western brands, products, and lifestyles. Most consumers in Ghana are price sensitive, but do not overlook quality 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 noteworthy achievements make Ghana a potential gateway to the larger West African market which may lead to opportunities for U.S. export to the region.

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

Advantages	Challenges
• Insufficient domestic production and processing means that demand for processed products and inputs will remain high. • Ghanaians recognize the United States as a reliable supplier of high-quality food products. • Ghana’s growing population of 34 million is youthful with an increasingly fast emerging middle-class. • 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 2023 and beyond, potentially boosting the demand for high-value products (HVPs) and making consumers reachable. • Middle-class incomes are rising and there is higher demand for healthy foods. The retail sector is shifting to more western style shops and convenience stores. • The HRI sector continues to expand and requires more consumer ready products and food ingredients.	• Most Ghanaian consumers are price sensitive and are used to competitive prices due to the openness of the economy. • Competition is strong from traditional suppliers in Europe, Asia, and South Africa. • Significantly higher cost of freight incurred in getting U.S. products onto the Ghanaian market. • Existence of imitations of U.S. products. This affects consumer confidence and invariably impacts future demand for U.S. goods. • 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 requirements of Ghanaian importers. • Some Ghanaian retailers prefer products with 13-digits barcode (EAN/IAN) to the 12-digits UPC.

SECTION II. EXPORTERS BUSINESS TIPS

Market Research

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.

The World Bank Group ranked Ghana 118 among 190 economies in the ease of doing business index, more information about the business environment in Ghana can be found in the World Bank's Economic profile of Ghana and the 2023 Ghana Investment Climate.

Local Business Customs

English is the official language and doing business in Ghana is remarkably different than it's done in more developed countries. Culture does play a significant role as Ghanaians tend to be traditional in both personal and business relationships. Exchange of greetings and pleasantries along with handshakes are essential aspects of business dealings in Ghana. U.S. companies visiting Ghana should be prepared for a different cultural understanding of time, therefore, flexibility should be built into meeting schedules.

Business dress in Ghana is usually formal. Most Ghanaian businesspeople wear business suits/dresses during working hours. Traditional Ghanaian attire is often worn after work for social functions and some Ghanaian businesspeople wear traditional clothing during the business day – particularly on Fridays.

The Ghanaian market requires that companies be price competitive, expect sales of smaller quantities. U.S. exporters should note that sea freight rates from the United States to Ghana are higher than from Europe. Other 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".*

Agents/distributors are key components in developing exports of U.S. consumer-ready foods to Ghana. FAS Accra recommends that exporters enter the market through a distributor, importer, agent, or broker who understands the Ghanaian market.

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 U.S. 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,

- Participate and 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 such as Gulfood and Anuga,
- Offer flexible shipping volumes and small-sized packaging with well displayed readable manufacture date and date of expiration.

General Consumer Taste and Trends

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. Several international retailers have expanded their presence in Ghana and take up space in the proliferation of new commercial developments. These include Shoprite, 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 retailer such as Jumia have undergone 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 for the food retail business, buoyed by fast urbanization, 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.

SECTION III. IMPORT FOOD STANDARDS, REGULATIONS AND 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). 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.

Customs Clearance

U.S. exporters should reference the most recent FAIRS Annual Country Report and FAIRS Export Certificate report regarding export document concerns.

Documents Generally Required by Ghanaian Authorities for Imported Food

Import documents such as import declarations, invoices, bills of lading, certificates of origin, are required. It is important to be updated with the Ghanaian customs regulations in ensuring all necessary documents are correctly filed out to prevent delays and additional costs.

Country Language Labelling Requirements

The General Labeling Rules, 1992, (L. I. 1541) of Ghana Standards Authority (GSA) require that food labeling be informative and accurate. Ghana uses the Codex Alimentarius standards for its labeling requirements. Labelling should be in English, list ingredients for food. Please refer to the latest FAIRS Annual Country report to better understand all labelling requirements.

Tariffs and Free Trade Agreements (FTAs)

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 Value Added Tax (VAT) in Ghana. This is 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 above-mentioned 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 the recent FAIRS Annual Country Report.

Trademarks and Patents
The Ghana Copyright Office is responsible for patents, copyright, and trademarks. Registration of a trademark permits the holder to have the exclusive right to use the registered mark for a specific product or group of products. Upon approval of a patent, the applicant is given the exclusive right to make, export, import, sell, use a product, or apply a patented process. For further details, refer to the recent FAIRS Annual Country Report.

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

Ghana's food processing industry is developing and remains a major importer of ingredients for food processing. These imports will continue to grow as the sector is unable to meet increased demand. Ghana's imports of food processing ingredients totaled $132.9 million in 2023, an increase of about 48 percent from $89.2 million in 2022. There are significant opportunities for imported food ingredients in Ghana. For more information, please refer to the recent Food Processing Ingredients Report.

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 refer to the recent Retail Foods report.

The hotel and restaurant sector 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 during 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, however the effects of covid and post covid economy led to some restaurants shutting down. Sales opportunities exist for U.S. poultry products, food preparations, other consumer products and dairy products. For detailed information about the restaurant sector of the Ghanaian food market, please refer to the recent Food Service - Hotel Restaurant and Institutional report.

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 Papaye (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 products based on growth trends. Food preparation products, other consumer products, dairy products, fruit and vegetable juices, wine and related products, dog & cat food, condiments & sauces, non-alcoholic beverages (excluding juice) tied with beer.

Top U.S. Consumer Oriented Agricultural Products imported into Ghana.

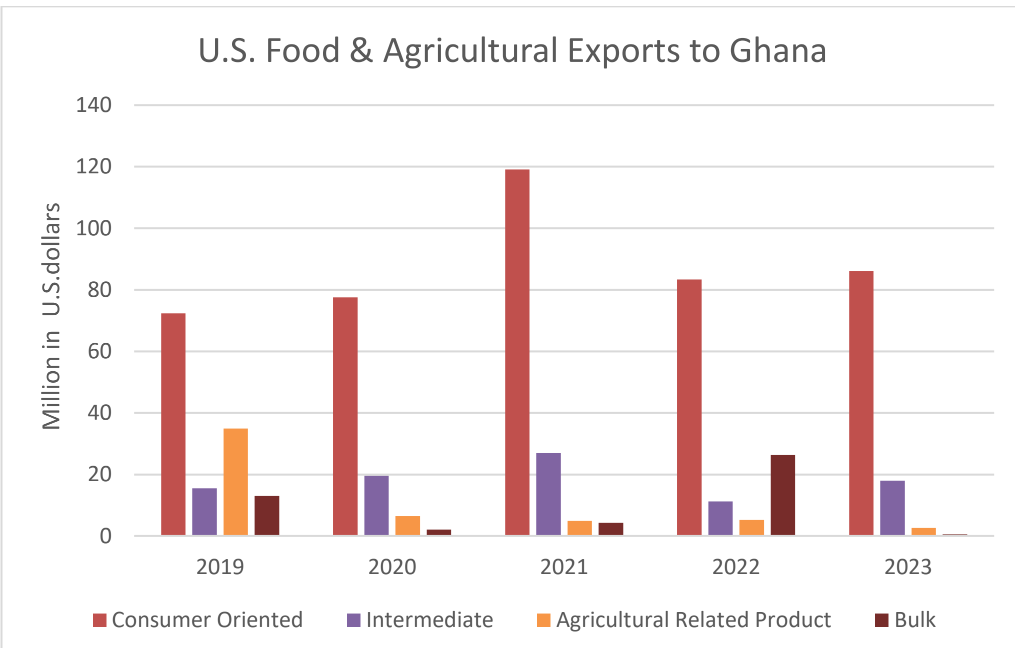
Year / Products	2019	2020	2021	2022	2023	% change 2022-2023
	Value (U.S. $ 000)					
Poultry Meat & Prods. (ex. eggs)	57,124	54,961	92,599	60,310	57,205	-5
Soups & Other Food Preparations	5,497	6,321	12,886	11,432	19,033	66
Spices &Other Consumer Oriented	1,183	1,213	1,223	1,789	3608	102
Dairy Products	5,055	10,344	5660	3,532	1,507	-57
Non-Alcoholic Bev. (ex. juices)	103	287	986	1,303	842	-35
Processed Vegetables	125	411	131	112	670	497
Wine & Related Products	250	289	634	750	669	-11
Fruit & Vegetable Juices	289	607	1,125	161	644	300
Dog & Cat Food	673	1,053	1,396	1,197	538	-55
Condiments & Sauces	869	779	632	400	376	-6
Beer	13	52	154	1,561	292	-81
Meat Products NESOI	0	58	71	60	243	308

Bakery Goods, Cereals & Pasta	138	603	691	335	105	-69
Beef & Beef Products	570	35	107	0	81	
Tree Nuts	63	20	27	20	7	-66

Source: BICO Report/GATS

SECTION V. AGRICULTURAL AND FOOD IMPORTS

U.S. Food & Agricultural Exports to Ghana from 2019-2023



Source: Trade Data Monitor

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 increased demand. Food imports mostly comprise of bulk, intermediate and consumer-oriented commodities such as rice, soy, and poultry. U.S. exports of agricultural and related products to Ghana decreased to $107.31 million in 2023 down by 15 percent compared to $126.28 million in 2022. Although U.S. exports to Ghana had mostly been soybean, rice, and poultry, exports of U.S. 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 recently. Based on year-over-year growth in 2023, the 10 best U.S. high-value consumer-oriented product prospects categories for the Ghanaian market in descending order are: 1) Poultry Meat & Products (excluding eggs); 2) Food preparations; 3) Other consumer products 4) dairy products; 5) Fruit & vegetable juices; 6) Wine & related products; 7) Fresh Vegetables; 8) Dog & Cat food; 9) Condiments & sauces; 10) Non Alcoholic Beverages (excluding juice) tied with Beer.

The 2023 top 10 leading suppliers of agricultural and related products to Ghana in descending order are European Union (EU), China, Brazil, United States, United Kingdom, and Turkey. Canada, India, Cote d'Ivoire and Malaysia, are the remaining suppliers.

Ghana's Agricultural and Related Imports for 2019-2023 (in millions of dollars)

Source of Imports	2019	2020	2021	2022	2023
U.S.	135.73	105.61	155.23	126.28	107.31
World	2,234.92	2,571.08	3,366.35	2,730.75	2,661.75

Source: Trade Data Monitor LLC

Ghana's BICO Imports for 2019-2023

Year	2019	2020	2021	2022	2023
Product	Value (in Millions of dollars)				
Consumer Oriented -US	72.36	77.55	119.09	83.39	86.17
Consumer Oriented - World	1,081.15	1,192.69	1,621.97	1,367.43	1,360.21
Intermediate - US	15.48	19.49	26.96	11.28	17.99
Intermediate -World	566.89	695.80	920.88	705.33	668.46
Agricultural Related -US	34.93	6.44	4.90	5.26	2.64
Agricultural Related - World	248.75	329.14	360.77	329.38	313.55
Bulk Agricultural -US	12.96	2.13	4.28	26.35	0.50
Bulk Agricultural -World	337.93	353.32	462.53	328.42	319.40
Total Ag Imports-US	135.73	105.61	155.23	126.28	107.31
Total Ag Imports-World	2,234.92	2,571.08	3,366.35	2,730.75	2,661.75

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
www.fas.usda.gov

Links to other government sources:
https://www.fas.usda.gov/GATS (Trade Data)
https://www.trade.gov/country-commercial-guides/ghana-market-overview (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