

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Retail Foods Report

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Retail Foods

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Report Highlights:

Occupying 28th position on the 2016 edition of the Global Retail Development Index by A.T Kearney, Ghana has finally broken into the top 30 countries with massive potential for thriving retail business in the world. Ghana, a model of stability in West Africa, has over the last six years, had its economy grown by an average of six percent each year, hitting a record-breaking 14 percent in 2011. Growth declined in the following years down to GDP value of 3.9 percent in 2015, the slowest growth rate in 20 years. In 2017, economists expect the country to post strong growth of around seven percent. A middle class is fast emerging, with its attendant wealthy consumers who are increasingly embracing western brands, products and lifestyles. Therein lays business opportunities for exporters of retail foods, namely cereals, meat (including poultry) and meat products, soybean meal, prepared food, skim milk powder and other high-value products from the United States.

Executive Summary:
Ghana's Economic Outlook:

The International Monetary Fund's World Economic Outlook database of October 2014 pegged Ghana's annual growth rate in 2011 at 15 percent. Ghana's outlook is predicted to be fairly stable. It was envisaged that growth would be slow in 2016 but be bolstered by robust private consumption and fixed investment along with a steady spending on High-Value Products (HVP) in 2017. Renowned analysts expected the economy to expand by about 5 percent in 2016, reaching almost 7 percent by 2017.

Ghana was ranked 70th out of 189 countries in the 2015 World Bank Doing Business survey. Only three countries in Africa were ranked higher: Mauritius (28th), South Africa (43rd), and Rwanda (46th). The West Hills Mall (27,300 square meters) on the Accra-Cape Coast highway opened its doors for business on 30 October 2014 and boasts two anchor tenants, Shoprite and Palace, as well as 63 line shops. The success of developments such as the West Hills Mall, Accra Mall (22,900 square meters), A&C Square Mall (10,000 square meters) and the Oxford Street Mall (6,230 square meters) has stimulated further investments in this business. Notable additions in recent times include the Achimota Mall (13,000 square meters) and the Kumasi City Mall (27,500 square meters).

Modern retail is mainly restricted to Accra and Kumasi, with a sizable portion of the population preferring to do their weekly shopping at the traditional markets. This trend is fast changing, however, as the size of the middle class keeps increasing. And the comparatively accommodative business environment makes Ghana more attractive as an investment destination in Sub-Saharan Africa. A number of foreign retailers have expressed a desire to expand their presence in Ghana, and to take up space in new developments. These include Shoprite, Game, Pizza Hut, among others.

Admittedly, economic growth has been relatively slow in recent years but analysts forecast prosperous years ahead for the food retail sector owing to the growing middle class. E-commerce is also picking up in Ghana. About 20 percent of the population is currently active internet users.

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, change in lifestyle and eating habits mainly due to emerging demanding work schedules.

Quick Facts on Agricultural Imports for 2012-2016 (in millions of dollars)

Source of Imports	2012	2013	2014	2015	2016
U.S.	178.9 (7.97%)	183.3 (8.10%)	129.9 (7.52%)	76.2 (4.93%)	76.8 (5.07%)
World	2,244.4	2,262.8	1,728.2	1,545.8	1,515.7

Source: Global Trade Atlas

SECTION I. MARKET SUMMARY

- A. Sales of retail food:** Ghana's retail market is relatively advanced compared to others in Africa. Retail sector analysts forecast retail spending to increase from \$8 billion in 2015 to \$11 billion by 2019, thanks largely to the growing middle class.

U.S. exports of agricultural and related products to Ghana amounted to \$84.4 million in 2016, according to trade data from the U.S. Census Bureau. This consists of:

- Bulk products; mainly wheat, rice and corn (9.1 percent)
- Intermediate products; mainly soybean meal (9.5 percent)
- Consumer Oriented products; mainly poultry meat & products (e.g. eggs), prepared food, processed vegetables, tree nuts, condiments & sauces, dairy products, pet food and fish products (68 percent)
- Agricultural Related products; mainly forest products and fish products (13.3 percent)

U.S. Agricultural Exports to Ghana (in millions of dollars)

Product	2012	2013	2014	2015	2016
Bulk	95.5	78.0	32.7	15.2	7.7
Intermediate	5.5	7.1	12.4	8.9	8.0
Consumer Oriented	75.7	98.0	84.2	51.5	57.4
Ag. Rel. Products	37.7	6.2	21.4	14.0	11.2
Total	214.3	189.3	150.8	89.6	84.4

Source: U.S. Census Bureau Trade Data

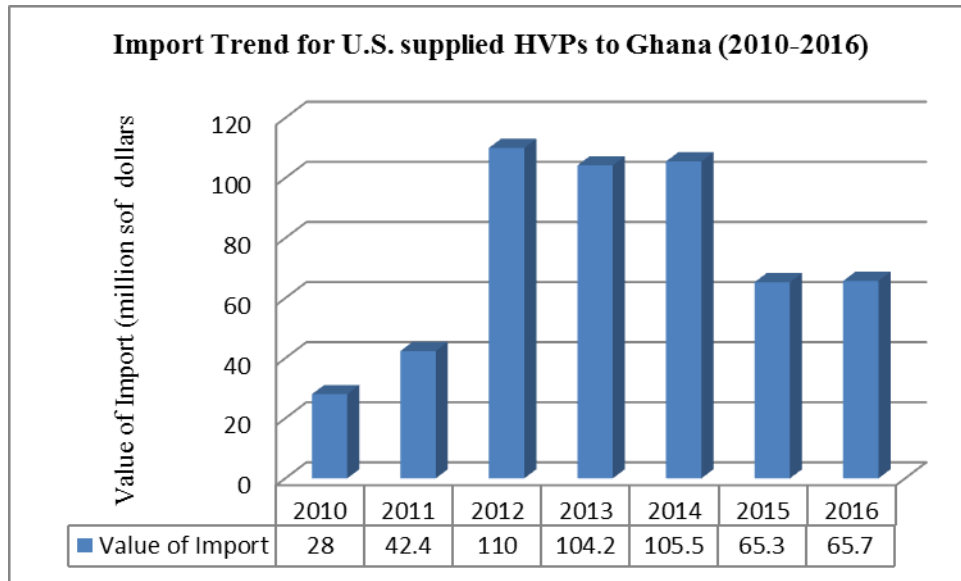
- B. Market share of retail food subsectors:** The retail food sector in Ghana consists of three main subsectors:
- Supermarkets (accounting for approximately 4 percent of total retail sales)
 - Convenience stores and small grocery stores (36 percent)
 - Traditional open air markets (60 percent)
- C. Sales of imported HVPs:** In terms of retail sales of imported high-value food products, supermarkets are estimated to account for about 26 percent, convenience stores 54 percent, and traditional markets 20 percent, according to industry sources.

D. Features of Retail Food Outlets

Type of Retail Outlet	Supermarket	Convenience Stores /Small Grocery	Traditional Markets
Average Size (sq. m)	>100	25-100	<25
Number of Outlets	<100	>500,000	>3,000 (locations)
Market Size Served (%)	4%	36%	60%
Average Annual Turnover (\$)	\$10 million	\$8,000	\$4 million/location
Location/Concentration	Urban	8:2 (Urban:Rural)	5:5 (Urban:Rural)

Stock Level	Full line	Limited	Very limited
Service Method	Self-served	Partly Assisted	Fully Assisted

E. Import trend of U.S. supplied High-Value Products (HVPs)¹: The trend of importations of U.S. supplied High-Value Food Products by Ghana for the period 2010-2016 is illustrated by the chart below. The chart shows that there was slight increase in imports of HVPs from the United States by Ghana in 2016 compared to 2015.



F. Consumer preference for volumes of HVPs: Ghanaian consumers are price sensitive. Retailers prefer stocking relatively smaller volumes of consumer-ready food products, prepared and packaged for one-time or minimal period use only. Consumer demand for these products is high due to their relative affordability.

Pricing pattern per source of products

Description	Domestic	Other Country	US Products
Average retail mark-up (%)	10.00	15.00	20.00
Average price ratio (selling price/cost price)	1.10	1.15	1.20

Pricing pattern per retail subsectors

Description	Supermarkets	Convenience Stores	Traditional Markets
Retail mark-up of imported products (%)	15.00	17.50	10.00
Retail mark-up of domestic products (%)	15.00	12.50	10.00

¹ Source: BICO Report on U.S. Exports of Agricultural & Related Products to Ghana CY 2010-2016

Pricing pattern along the supply chain of the retail food sector

Description	Importer	Wholesaler	Retailer
Average price ratio (selling price/cost price)	1.10	1.50	1.20

G. Advantages and challenges in the Ghanaian market

Advantages	Challenges
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- Ghana's population of 25.9 million is growing at 2.1 percent per annum with an increasingly fast emergence of a middle class.
- The urban population in Ghana accounted for 53% of the total population – considerably higher than in the Sub-Saharan region, which reached 37% in 2013.
- Migration to the capital and southern parts of the country is expected to continue over 2013-2020 as the urban population will grow by a Cumulative Annual Growth Rate (CAGR) of 3%. This promising trend is expected to further boost the demand for High-Value Products (HVPs).
- According to Euromonitor report, Ghana managed to record strong economic growth making it the fifth largest economy in Sub-Saharan Africa. Real GDP growth is expected to continue at an average of 6% over 2014-2020.
- The reviving economy is expected to further fuel personal expenditure which is set to grow at a CAGR of 12% over 2013-2020.
- The Ghanaian market is relatively open with tariff rates relatively low and banded at zero, five, ten and twenty percent.
- Ghanaian consumers associate U.S. food products with being of high quality and value. U.S. HVPs have always enjoyed high demand.
- Growth in the tourism sector and demand from neighboring countries is creating new opportunities for HVP.
- Insufficient domestic production and processing means import demand in Ghana for HVPs will remain high.
- Ghanaians spend most of their income on food and non-alcoholic beverages that account for 41% of total expenditure.

- Ghana's GDP per capita at current prices in the year 2015 averages \$1,340.42, according to reliable economic statistics sources.
- The current monthly minimum wage (announced by the GoG in September 2016) is only approximately \$58.00.
- Unstable or unreliable power supply in recent times.
- Significantly higher cost of freight incurred in getting U.S HVPs onto the Ghanaian market.
- Existence of imitations of U.S. HVPs by unscrupulous business who take advantage of the high demand for U.S. supplied HVPs to rip off unsuspecting consumers. This affects consumer confidence and invariably impacts future demand for U.S. supplied HVPs.
- U.S. HVPs are currently not readily available in Ghana.
- Competition is strong from traditional suppliers in Europe and Asia.
- Many U.S. exporters lack sufficient information regarding the Ghanaian market.
- 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
- Market continues to be dominated by businesses with ownerships from India, Lebanon, and some European countries (mainly; Italy, France and the United Kingdom). These mainly source their supplies from Asia, the EU and South Africa. Products from South America are even sourced by these businesses.

Features of Ghana's Food Retail Market

The Ghanaian market is filled with several twists and turns as well as some very interesting dynamics. Although there is a rapid growth in the supermarket industry with Melcom, Shoprite, Palace, Game, Koala, and MaxMart leading the charge, the key decision makers are the importers, distributors, and local suppliers. These players control the market, branding of product, and the market price of products, especially given the fluctuating currency.

The open market is still the dominant, retail outlet in Ghana. The majority of Ghanaians are not aware of the supermarket chains, but they are very aware of the countless open markets, such as Makola and Kaneshie where you will find Ghana's staple products, such as vegetable oil, rice, fish, tomato sauce, and packaged goods. Major importers and distributors would say that 85 percent of their business is to the open market where retailers and wholesalers throughout Ghana converge to source products and then return to their respective hometowns to sell products locally. Sources note that this is one of many points where food adulteration and fraudulent labeling takes place. Buyers buy in bulk and then brand as they deem appropriate. Sources also note that some businesses would purchase highly discounted products from the supermarkets to sell in open market. The remaining 15 percent is to the newly emerging supermarkets where Shoprite, the South African brand, kicked off this trend in 2003. This was later followed by Game, Palace, MaxMart, and Melcom. All of these outlets are foreign owned, however, mostly from Lebanese and Indians. Imported products fill in the gaps where local products are not meeting. Retail outlets stock more imported food products than local ones owing to a non-vibrant processing/manufacturing sector. The stocking ratio of imported food products to locally produced food products averages more than 4:1.

There is a significant lag of payment between open markets and modern markets. Most importers and distributors prefer business transactions with buyers from the open or traditional market category of retail outlets to business transactions with buyers from the modern markets namely hyper/supermarkets. The reason for this behavior is purely because buyers from the open or traditional markets tend to make instant payment for deliveries whereas those from the modern markets tend to defer payment to later dates. E-commerce has been introduced fairly into this market and there is an indication that it will play a significant role in the years to come. Hotels, Restaurants, Industries mostly obtain their food supply from the open market.

Dominant Suppliers

The European Union, Asia and South Africa are the dominant suppliers of imported consumer ready food products in Ghana. Asian HVP suppliers are achieving increasing market share in Ghana due to their more direct participation in distribution channels as well as promotion of their products. South Africa's market share has been growing as a result of an increased bilateral trade promotion with Ghana. The year-on-year imports of agricultural and related products from the U.S. has witnessed a sharp decline in recent times, reducing by more than 50 percent over a period of two years (2013-2015). Nonetheless, the Ghanaian market still presents a good avenue for trade to U.S. exporters of agricultural and related products, especially those products classified as High Value Products (HVP²). Growth of the population, rapid urbanization, growth in the tourism sector and demand from neighboring countries coupled with insufficient domestic production and processing means import demand for HVPs in Ghana will remain

² HVP comprises consumer-oriented products, forest products and fish products.

high. This is business opportunity for U.S. exporters of HVP.

Market Share of U.S. Rice in Ghana over the past Six Years

Source Country	2011	2012	2013	2014	2015	2016
<i>Percentage Share per Source Country (%)</i>						
U.S.	24	20	16	5	1	<1
Thailand	48	27	20	32	24	21
Vietnam	26	41	52	59	67	>69
Pakistan	1	1	1	1	0	0
India	1	11	11	3	8	9

Data from industry sources indicate that the share of the U.S. rice on the Ghanaian market as far back as year 2000 was 33 percent, and was only second to rice from Thailand which happened to have gained 49 percent share of the market. Vietnam managed nine percent, leaving Pakistan and India with nine percent of the market share between them. Nonetheless, current market intelligence indicates an opportunity to regain lost market share exists for U.S. rice.

Market Share of U.S. Poultry in Ghana

U.S. poultry exports to Ghana face considerable competition from Brazil and the European Union, however exports from the U.S. still averages 40 percent of the market share. U.S. poultry enjoys a price advantage over its competitors, with the cost of a 10kg box of U.S. broiler meat currently being sold for GHC87 (\$25) compared to the price of GHC110 (\$28) quoted for the poultry meat sourced from Brazil. Ghana's domestic poultry sector remains underdeveloped, and supplies less than 10 percent of domestic demand.

There has been measures taken by the GoG to restrict imports of poultry meat in recent times and these include increasing the tariff (import duty) to 35 percent. In addition, there was a mandatory purchase of 40 percent of the required volume from domestic producers before an import permit is issued. Although securing a permit from Ghana's VSD is still a requirement for poultry meat import, the requirement of a 40 percent domestic sourcing is no longer applicable.

Emerging Markets for U.S. Suppliers

There is an emerging market for U.S. beef, wheat and dairy products in Ghana. This is as a result of the changing eating habits of the growing middle class, who increasingly seek high protein foods. This opportunity can be exploited by U.S. businesses.

Impact of Current Political and Economic Conditions on Market Structure

In recent times, Ghana is seen to be leaning towards the adoption of some non-tariff barriers of trade, aimed at inducing and sustaining domestic food supply. This move has slowed down the level of trade between Ghana and the United States, especially with regard to poultry and poultry products. Such enforced measures result in market situation where by only the players with large capital outlays are able to endure the frustrations and persist in the market. Others are forced out, creating a congenial condition for collusion or at worst, monopoly to thrive. The weakened currency, coupled with erratic power supply has rendered domestic productions (manufacturing) and/or processing uncompetitive, due to the associated high production costs. This has resulted in a situation whereby most investors prefer importation of food products to domestic production.

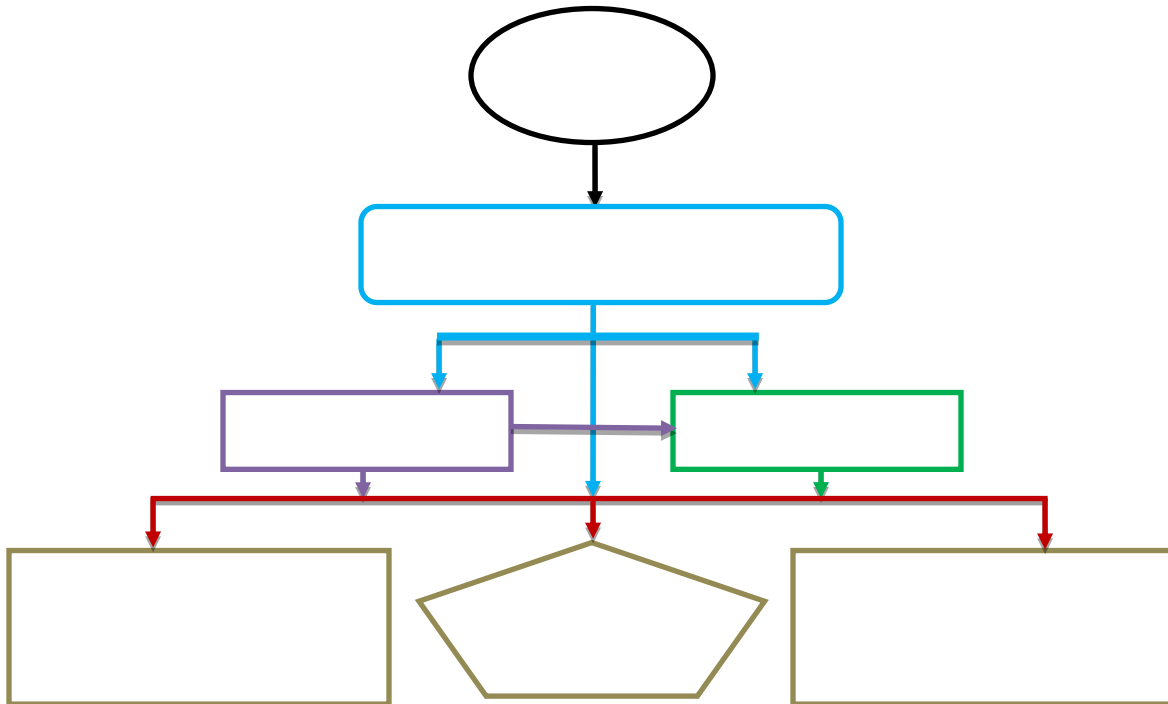
SECTION II. ROAD MAP FOR MARKET ENTRY

A. The major players for distributing imported HVP in Ghana are: Importer/Distributor/Agents (Sole representatives), Wholesalers, Sub-wholesalers/Super retailers, and Retailers.

B. 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 agreement to make a local business entity the Sole representative. It is worth noting that almost all the major importers own registered retail outlets, and as such exist and operate as distribution companies. 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 for assistance in selecting one or more credible profiled firms.
- Directly contact a credible importer/distributor or the local agent who would usually register the products with the Foods and Drugs Authority (FDA).
- 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 FMI supermarket trade show in Chicago, which is well attended by Ghanaian importers and is a venue for follow-up contacts/face-to-face meetings.
- Be prepared to offer flexible shipping volumes and small-sized packaging with well displayed readable manufacture and expiration dates.

Market Structure



NB: Sub-Wholesalers render both wholesale and retail services to retail outlets and end-users respectively. They are sometimes referred to as Super Retailers, and also source from other Wholesalers.

Vital Tip: Prospective U.S. firms could maximize gains by adopting a mixed Route to Market (RTM) strategy based on different customer segments that receive different service levels like:

- a. Direct Service customers
- b. Partial Direct Service customers
- c. Van Service customers
- d. Managed Wholesale customers
- e. Passive Wholesale customers

Procurement and Distribution of products by various Retail Outlets

A. **Supermarket Procurement and Distribution:**

- Hypermarkets/Supermarkets/Superstores procure products from three possible sources, namely Importers/Distributors/Agents, Wholesalers and/or the Sub-Wholesalers.
- The eventual choice of source, however, depends on the size and financial capabilities of the Hypermarkets/Supermarkets/Superstores.
- Some supermarkets in Ghana import HVP products directly. These supermarkets register trading/importing firms distinct from their supermarket operations. These registered importing firms source for the merchandizing requirements of their supermarket outlets, and also sell some imported products to competing retailers.
- Supermarkets purchase more than 90 percent of the HVP handled from importers and wholesalers.
- When the need arises, supermarkets take delivery of products from Sub-Wholesalers but this occurs in few instances.

B. *Convenience Stores Procurement and Distribution:*

- Convenience shops (over 500,000 in total) include mini-supermarkets, small grocery stores, gas marts, numerous kiosks, and roadside stalls.
- Convenience stores have limited capital and significant space limitations. Most of these stores buy from sub-wholesalers or super-retailers located in the traditional market. However, few with relatively large capital buy from wholesalers.
- Kiosks are usually located at prime locations where high sales potential exists. Municipal authorities typically only issue temporary building permits for kiosks, and they are fewer in number than roadside stalls.
- Gas marts are growing rapidly, with increasing space being reserved for fast food sales. Product prices at these outlets are usually much higher than at other convenience stores.
- Due to the unreliable supply of electricity, few convenient stores stock frozen foods.

C. *Traditional Markets Procurement and Distribution:*

- Retail outlets at traditional markets consist of small stalls clustered in a large grouping under a single roof or open-air venue.
- Retailers buy from sub-wholesalers or super-retailers due to limited capital.
- Considerable amount of imported HVPs are sold through channel members located in the traditional market and about 80 percent of all wholesalers, sub-wholesaler and super-retailers are located in the traditional markets.
- Products at traditional markets are priced about 5 percent lower than other retail outlets.
- Sale prices are often fixed and not negotiable for HVPs in the traditional open markets, as opposed to staple foodstuffs.
- More than 90 percent of the local staple foodstuffs, including fresh fruit and vegetables, meat and frozen fish (imported or local), are sold to consumers at the traditional markets.
- Traditional markets organize promotional activities that tend to have significant consumer impact.

SECTION III. COMPETITION

A. Import demand for HVPs continues to grow because Ghana's domestic food processing is underdeveloped.

- The average capacity utilization within this sector is less than 30 percent.
- Deteriorating infrastructure has limited the growth of domestic food processing.
- Domestic HVP supply (currently at about 15 percent) is experiencing only slow growth and does not meet the rapidly expanding demand by Ghanaian consumers for HVP.

B. Export competition for imported HVPs into Ghana is strong.

- The European Union, Asia and South Africa remain the dominant suppliers of imported consumer ready food products in Ghana.
- Asian supplied HVP products enjoy increasing market share in Ghana due to their more direct participation in distribution channels as well as promotion of their products.
- South Africa's market share has been growing as a result of an increased bilateral trade promotion with Ghana.

- C. The low U.S. market share is mostly due to:
- Higher freight charges for shipments from the United States to Ghana. There are few direct sea routes from the United States and most U.S. goods are transshipped through Europe, adding to shipping costs.
 - Lack of expiry dates/best before labels on some U.S. HVPs creates difficulty for the Ghanaian importer during clearing process and in marketing products.
 - Some U.S. exporters are unwilling to meet Ghanaian importer demands especially on product specification and documentation.
 - Insufficient contact between U.S. HVP exporters and Ghanaian importers.
- D. Competitor advantages include:
- Freight consolidators located in the EU are readily available to Ghanaian importers.
 - Products from the United Kingdom usually have manufacturing and expiry dates on the products.
 - Freight costs on shipments from the EU, Asia and other African countries to Ghana are relatively lower compared with those from the United States as a result of shorter distances and more frequent routes to West Africa.
 - Asian suppliers are responsive to Ghanaian-importer demands especially on quantity, quality, packaging, pricing, documentation and payment schedules.
 - Asian firms (agents or representatives) obtain essential market information from the Ghanaian buyers by frequent face-to-face interaction.
- E. Market requirements by Ghanaian importers include:
- Seeking exclusive distribution/agency agreements from exporters.
 - Requiring suppliers of flexible shipping volumes, and services of freight consolidators in the United States to handle their ordering and shipment to minimize cost of shipping.
 - Sometimes anticipating under-invoicing of imports in order to reduce import duties.
 - Requiring products that can easily be repackaged in Ghana with less marginal costs.
 - Requiring relatively small-sized products prepared and packaged for one-time use, and products processed and packaged to ensure less need for refrigeration.
 - Requiring well displayed readable dates of manufacturing and expiration to be expressed as *dd-mm-yyyy or month-dd-yyyy*, with the particular month presented in words if the American style is followed.
 - Expiry dates of imported products should not be less than six months at the time of being cleared from the port.
 - Purchasing mixed containers of HVPs and brands is preferred.

SECTION IV. BEST PRODUCT PROSPECTS

A. Products with good sales potential: Growing demand for these products is sustained by the rising middle class. The products have been listed into four categories depending on the degree of sales potential as shown in the table below:

Top Tier	Second Tier	Third Tier	Fourth Tier
Noodles and other Pasta products	Canned fish especially mackerel	Confectionery products (candies, gums, dessert products)	Margarine, butter and cheese
Frozen poultry and fish products	Baking mixes including baking powder, yeast and flavorings	Alcoholic beverages including spirits, liquor	Canned or processed fruits and vegetables
Tomato puree and tomato puree concentrate	Mayonnaise, salad dressing, tomato ketchup, sauces mixed seasonings, spices and condiments	Other nutritional/healthy foods and diet products e.g. Gluten-free, Casein-free, etc.	Canned meat
Bottled Vegetable cooking oil	Wines (including Sparkling wines)	Powdered beverages including fruit juice	Candies, yoghurt concentrates
Non-alcoholic beverages (Tea, Coffee, Fruit juice and soft drinks)	Red meat-mainly pork and pork products e.g. sausage and trotters	Snack foods (cookies, biscuits)	Pets food
Baby foods including infant formula, cereal baby foods	Beers both alcoholic and non-alcoholic		
Breakfast Cereals including oatmeal	Skimmed and whole milk (liquid and powdered)		
	Packaged rice		
	Sugar-free products e.g. diet drinks		
	Non-dairy milk		

B. Products not present in significant quantities but which have good sales potential:

- Ice cream, snack foods, soups and HRI products.
- Perishable foods processed and packaged for longer shelf life without refrigeration.

C. Products not present because they face significant barriers:

- There are relatively few barriers to imports for food products into Ghana.

SECTION V. POST CONTACT INFORMATION

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APPENDIX-1

GHANA: ANNUAL DATA AND FORECAST

Indicator	2011 ^a	2012 ^a	2013 ^a	2014 ^a	2015 ^b	2016 ^c	2017 ^c
GDP							
Nominal GDP (US\$ m)	39,768	41,600	47,190	39,156	37,703a	43,138	48,912
Nominal GDP (GH¢ m)	59,816	75,315	93,416	113,343	139,936a	170,236	205,187
Real GDP growth (%)	14.0	9.3	7.3	4.0	3.9a	3.6	7.8
Origin of GDP (% real change)							
Agriculture	0.8	2.3	5.7	4.6	2.4a	1.2	3.2
Industry	41.6	11.0	6.6	0.8	1.2a	4.0	12.5
Services	9.4	12.1	10.0	5.6	5.7a	4.4	7.5
Population and income							
Population (m)	24.8	25.4	25.9	26.4	27.0	27.5	28.1
GDP per head (US\$ at PPP)	3,443	3,758	4,008	4,122	4,240	4,380	4,714
Prices and financial indicators							
Exchange rate GH¢:US\$ (av)	1.50	1.81	1.98	2.89	3.71a	3.95	4.20
Exchange rate GH¢:€ (av)	2.09	2.33	2.63	3.85	4.12a	4.32	4.58
Consumer prices (end-period; % change)	8.6	8.5	13.5	17.0	17.7a	15.7	10.5
Stock of money M1 (% change)	37.7	25.8	16.4	34.5	25.0	22.0	17.0
Stock of money SQUARE METERS (% change)	34.0	25.1	19.5	37.3	26.0	25.0	19.0

^a Actual. ^b Economist Intelligence Unit estimates. ^c Economist Intelligence Unit forecasts.

Source: Economist Intelligence Unit's Country Report.

APPENDIX-2

**COMPANY PROFILES OF SOME MAJOR FOOD IMPORTERS/DISTRIBUTORS
WHOLESALE AND RETAILERS**

Business	Ownership	No. of Outlets	Location (City)	Purchasing Agent Type
Finatrade Group	Canadian citizen of Lebanese origin/Resident in Ghana	Diverse	Covers West Africa	Importer/Distributor/Retailer
Melcom Ltd	Indian/Resident in Ghana	35	All Regions except Upper West	Importer/Retailer
Forewin Ghana Ltd	Lebanese/Resident in Ghana	Diverse	All Regions of Ghana	Importer/Wholesale Distributor
Olam Ghana	Singaporean	8	Accra, Tema, Kumasi, Takoradi, Tamale, Sampa, Tumu, Wa	Importer/Wholesale Distributor
Stallion Industries	Indian	Diverse	Covers West Africa	Importer/Wholesale Distributor
Royal Bow	Lebanese/Resident in Ghana	5	Accra, Tema, Kumasi, Ho, Sunyani	Importer/Wholesale Distributor
Cereal Investment Company	Swiss	1	Tema	Importer/ Wholesale Distributor
Eakaza Ltd	Lebanese/Resident in Ghana	5	Accra, Koforidua, Kumasi, Tamale, Bolgatanga	Importer/Retailer
Marina Supermarket	Marina Group (Burkina)	1	Accra	Importer/Retailer
Shoprite Supermarket	South African	5	Achimota, Accra Mall, Osu, Nungua, Weija	Importer/ Retailer
Palace Hypermarket	Lebanese	4	Flower Pot, Weija, Achimota Kumasi	Importer/Retailer

Kwatsons West Africa	Lebanese/Resident in Ghana	3	Accra, Takoradi, Kumasi	Importer/Wholesale Distributor
Hippo Group	Ghanaian	Diverse	Accra, Tema, Kumasi	Importer/ Wholesale Distributor
Rice and Sugar Shopping Centre	Ghanaian	4	Accra (4)	Importer/Wholesale Distributor/Retailer
Max Mart Family Shopping Centre	Lebanese/Resident in Ghana	5	Tema, E. Legon, 37, Dzorwulu and Kumasi	Retailer
Woimex Group	Lebanese/Resident in Ghana	1	Dzorwulu	Importer/Wholesale Distributor
Koala Supermarket	Lebanese/Resident in Ghana	3	Osu, Airport Residential Area, Cantonments	Retailer
Lara Mart	Lebanese/Resident in Ghana	3	Osu, McCarthy Hill, Tema	Retailer
Shop-n-Save	Canadian citizen of Lebanese origin/Resident in Ghana	3	Spintex, Madina, Takoradi	Retailer
Game	South African	1	Accra Mall	Importer/Retailer
Don Emilio	Lebanese/Resident in Ghana	3	Osu, Labone, Dzorwulu	Importer/Retailer
Sonturk Investment Company Limited	Ghanaian	6	Takoradi, Mankesim, Kasoa, Cape Coast (3)	Wholesale Distributor/Retailer
Poku Trading	Ghanaian	1	Kumasi	Retailer
A Life Supermarket	Ghanaian	3	Kumasi (2), Obuasi	Retailer
Ababio Express	Ghanaian	2	Kumasi (2)	Retailer
All Needs	Ghanaian	7	Takoradi (2), Accra (2) Sweduru, Tarkwa, Winneba	Retailer
Quality First	Ghanaian	3	Tamale (2)	Importer/Distributor,

			Bolgatanga	Wholesale/Retailer
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APPENDIX-3

**MAP OF GHANA SHOWING THE 10 ADMINISTRATIVE REGIONS
AND THEIR CAPITALS**



Source: <http://homejamesglobal.com/ghana>