



DOING BUSINESS IN GHANA

Population 34 million | GDP Growth 5% | Wine Imports are about 750k 9L's

Ghana is one of West Africa's fastest-growing economies, with key sectors including mining, oil, agriculture, and services. Politically, the country is very stable, especially compared to its neighbors. Despite recent financial strains, GDP growth is projected to recover steadily. Ghana's urban centers, especially Accra, Kumasi, and Takoradi, are the hubs for wine sales, and a rising middle class is creating opportunities for premium products. It is also relatively easy doing business in Ghana with strong structures and easy to navigate bureaucracy.

Wine in Ghana

Consumption of Wine

Wine consumption is centred in urban areas and is **event-driven** — weddings, funerals, holidays, and celebrations. Locally produced “wines” are mostly fruit-based (pineapple, cashew, hibiscus) and are popular among lower-income consumers. Imported grape wine consumption is growing, especially among young professionals, returnees from abroad, and the hospitality sector (hotels, restaurants, nightclubs). There is a modest but rapidly developing retail environment for wine in supermarkets, specialized wine boutiques, and online platforms.

Consumption Trends

Sweet red wines are prevalent, reflecting the preferences of Ghanaian consumers. Sparkling wines maintain popularity, particularly during celebratory occasions. Drier wine varieties are increasingly favoured among affluent and cosmopolitan segments. Social media platforms and influencer trends continue to shape the choices of younger consumers of legal drinking age. Informal re-exports and parallel imports from Togo and Dubai introduce premium brands at competitive price points.

Trading Notes for Wineries

Trading Snapshot

To enter Ghana's wine market, producers should work with established distributors in cities like Accra and Kumasi. Shipping from California is costly and takes 6–8 weeks, so smaller mixed shipments or routing through Europe is advised. Wines must be FDA-registered, with proper labeling, and are subject to high import duties and taxes. The market is price-sensitive, but premium wines are gaining ground in upscale hotels and among urban professionals. Payment is often cash-in-advance. Sweet and sparkling wines dominate, while drier styles serve a niche. Promotions must follow FDA rules, with tastings and influencer marketing most effective, especially around Christmas and Easter.

Segmented Market

The Ghanaian wine market is divided into: **Mass-market wines:** Affordable, sweet styles often consumed at social gatherings. These are very low priced and difficult to compete in. Then: **Premium segment:** Wines targeting the hospitality industry, expatriates, and higher-income locals in urban areas. There are very trendy areas in the cities that are more brand conscious that are developing into the wine category. High-end hotels prefer brands not widely available in retail to preserve exclusivity, especially for wines included in “all-inclusive” packages.

Market Insights

- The Ghanaians are a friendly people and easy to work with. They are well educated and like working with businesses that add value.
- Horeca is very trendy and developing – ready for Californian wines!
- Some operators will also export to Ivory Coast and maybe Togo, Benin and Nigeria.
- Wines from the European Union account for approximately 60% of the market share by volume, with South Africa representing around 17%.
- The porous border with Togo enables a substantial parallel market for premium brands, mainly spirits.
- Registration with the Ghana FDA is required for all imported wines but the importer will handle this.
- Advertising activities are strictly regulated; promotional campaigns must obtain prior approval and include appropriate disclaimers.

Taxes, Shipping and Terms

- Imported wines face **20% import duties, 15% VAT, and 22.5% excise tax**, plus other minor levies, increasing landed costs.
- Shipping from the United States incurs higher freight costs relative to Europe or South Africa.
- Shipping from California to Tema port can take 6–8 weeks.
- Transshipments often occur in Europe or South Africa.
- Container shipping costs can range between **\$5,500–\$7,000** from the US West Coast.
- Terms are generally cash-in-advance due to limited acceptance of letters of credit, especially since the 2022 debt crisis.
- Credit insurers like Coface or CGIC can sometimes cover established importers.

Notable Importers

- Imexco Ghana
- Don Emilio
- Forewin Ghana
- Everything Gourmet Wines
- Raju Ghana
- Cave and Gardens

Ghana Potential Market Size	
Price Segment (ex-cellars)	Volume per Year (estimated)
\$1-\$3	Not recommended
\$3-\$5	Container
\$5-\$10	10 Pallets to a Container
\$10-\$20	5-10 Pallets
\$20-\$50	1-5 Pallets
\$50+	50-100 cases x6

