

# Ghana Cities Review

October 2023

Table of Contents

## HEADLINES

### URBAN CONSUMER

Tamale is set to record the fastest population growth

Tamale is set to witness the strongest increase in the internet connectivity rate

### CONSUMER FINANCE

Incomes in Accra to increase thanks to the prevalence of high-value-added sectors

Accra tops inflation in Ghana, reducing consumer purchasing power

### ECONOMY

By 2027, Accra is set to continue to be the primary driver of Ghana's economy

Climate change-related hazards is a growing concern for cities in Ghana

### CITY SCORECARD

Summary 1 - City Scorecard by Pillar 2022

### POPULATION

Chart 1 - Population in 2022 and Population Growth 2022-2027

Chart 2 - Population by Age by City 2022

Chart 3 - Average Household Size by City 2022

Chart 4 - Population Density and Net Migration 2022

Summary 2 - City Scorecard in Population Pillar 2022

### CONSUMER EXPENDITURE

Chart 5 - Total Consumer Expenditure in Ghana by City 2022

Chart 6 - Consumer Expenditure per Capita and Consumer Expenditure Growth 2022-2027

Chart 7 - City Affordability, Consumer Expenditure on Housing and Transportation 2022

Chart 8 - Discretionary vs Necessity Consumer Expenditure 2022

Summary 3 - City Scorecard in Consumer Expenditure Pillar 2022

### DIGITAL CONSUMER

Chart 9 - Share of Households with Internet and Broadband Internet Access 2022

Chart 10 - Possession of Digital Devices by City 2022

Summary 4 - City Scorecard in Digital Consumer Pillar 2022

### INCOME AND WEALTH

Chart 11 - Disposable Income per Capita and Disposable Income Growth 2022-2027

Chart 12 - Number of Households by Disposable Income Band 2022

Chart 13 - Number of Households with Disposable Income Over USD150,000 2022-2027

Chart 14 - Household Possession of Kitchen Durables by City 2022

Chart 15 - Household Possession of Entertainment Electronics by City 2022

Chart 16 - Household Possession of Other Durables by City 2022

Summary 5 - City Scorecard in Wealth Pillar 2022

### ECONOMY

Chart 17 - GDP per Capita in 2022 and Real GDP Growth by City 2022-2027

Summary 6 - City Scorecard in Economy Pillar 2022

### LABOUR

Chart 18 - Economically Active Population in 2022 and Employed Population Growth by City 2017-2022

Chart 19 - Labour Force Participation Rate and Unemployment by City 2022

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/ghana-cities-review/report](http://www.euromonitor.com/ghana-cities-review/report).