

FOOD AND DRUGS AUTHORITY POLICY BRIEF

Buy Ghana, Love Ghana Baseline Survey Report



Your Well-being, Our Priority.



KEY FINDINGS

- 16 products categories were counted across 9 A-rated supermarkets in Accra
- 79% of the products counted were imported, 21% were made-in-Ghana
- None of the shops stocked more than 33% made-in-Ghana products on their shelves
- Data collected indicated that 89% of respondents buy made-in-Ghana products and only 11% do not purchase our locally manufactured brands
- 74% say they would still buy made-in-Ghana products even if there is a foreign substitute
- 87% of the respondents said they will recommend made-in-Ghana products to others

EDITORIAL

Welcome to the maiden edition of FDA's Policy Brief on one of its corporate initiatives - *Buy Ghana, Love Ghana* initiative. This initiative is intended to support government's industrialization agenda in collaboration with relevant institutions and stakeholders to increase visibility and accessibility of made in Ghana products especially food, cosmetics, and other household chemical substances in A-rated supermarkets in the country.

Ghana's private sector currently

consist of manufacturing, services and agricultural industries and more than 85% of them are Small and Medium Scale Enterprises (SMEs) contributing about 70% of our GDP. Thus, as part of efforts by the FDA to provide effective regulatory support for local manufacturers, the Authority introduced among others an initiative - the Progressive Licensing Scheme (PLS) in 2019 to promote micro and small-scale industries in the food and cosmetics sectors of the Ghanaian economy. It is out of this initiative that the Buy Ghana, Love Ghana campaign

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was launched in 2020 with the aim of assisting local manufacturers have their wares on sale in A-rated supermarkets and malls. In view of this, the Authority from the onset entered into agreements with some of these supermarkets to allocate special stands for the promotion of Made in Ghana products.

To assess the level of progress that this initiative has made and obtain evidence-based insights to guide further regulatory actions, the FDA from April-June, 2022, conducted a baseline study in some selected supermarkets.

For instance, findings from the research indicated that a total number of 7,979 brands (from the 16 product categories for the study) were counted at the nine (9) selected supermarkets with only 1,658 of them being made in Ghana. Thus, foreign brands dominated the market constituting about 6,321 (79%). At the micro-level, none of the individual participating shops in this study stocked more than 33% of made-in Ghana products on their shelves. This is far below the FDA's 60% projection, as this initiative is supposed to encourage increased visibility of made in Ghana products on the shelves of these shops to create equal opportunities for effective competition and provide varied options for

The FDA seeks to have at least 60% of made-in-Ghana products in A-rated supermarkets in Ghana

informed purchase decisions by clients and patrons. As part of the study, consumers and shoppers were engaged at the premises of these shops to access their level of patronage for made-in-Ghana goods as well as to measure the role that identified factors such as Packaging, Quality and Price play in their consumer preferences and choice architecture.

It is interesting to note that, out of the total sampled, 89% of the respondents buy products that are made in Ghana. This shows that made in Ghana products stand a good chance to compete and do well on the market given the needed support.

Taking a cue from this, the FDA is not relenting in its quest under this initiative. A number of interventions are currently being considered to further engage all the critical stakeholders such as the shop owners, local manufacturers, packaging firms etc. to enable effective realization of this initiative.

We urge you to peruse the information contained in this brief. We look forward to getting your feedback.

Read on...

SUMMARY OF FINDINGS FROM THE SHOPS

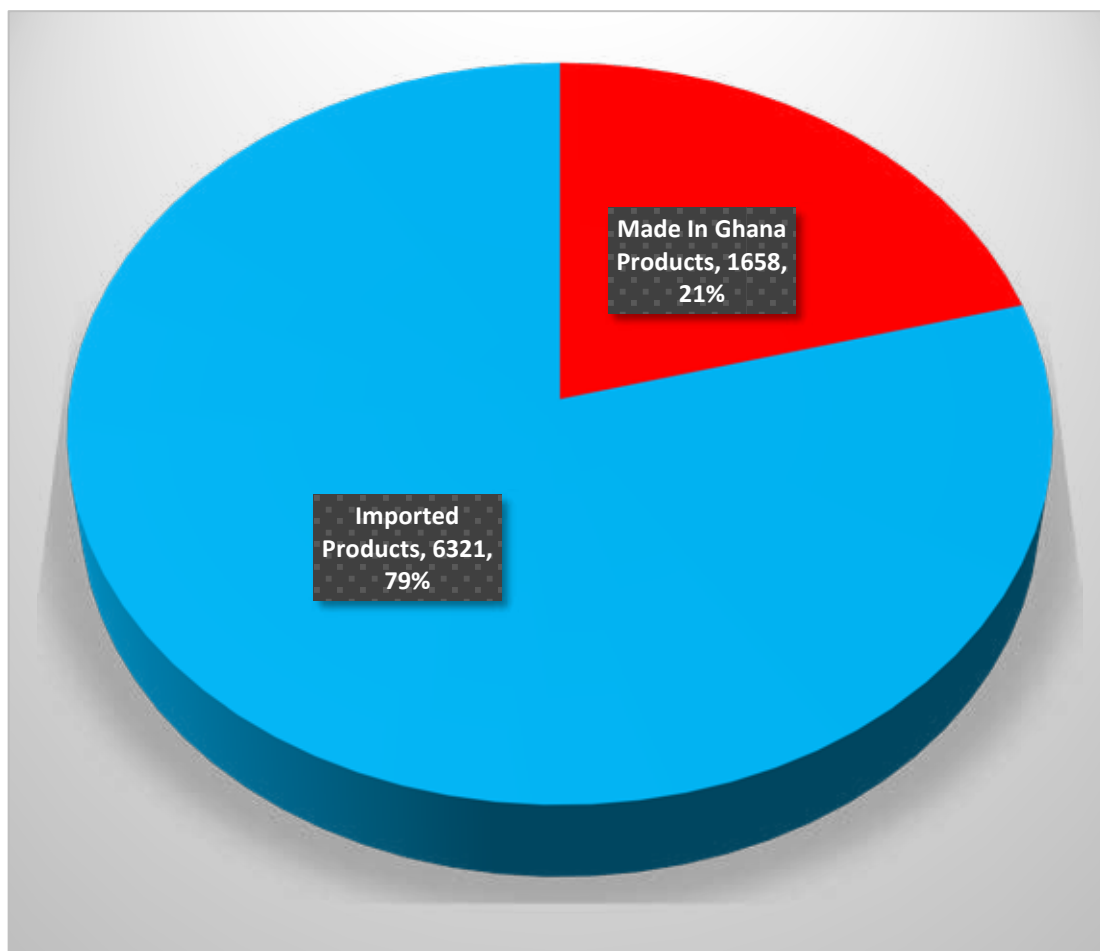


Fig. 1 is a summary of the findings from 9 shops

A total number of 7,979 brands (from the 16 product categories) were counted across all 9 retail outlets that were visited.

Out of this number, 6,321 (79%) were foreign

brands, with only 1,658 (21%) being Made-In-Ghana brands.

This is woefully below the 60% projection by the FDA.

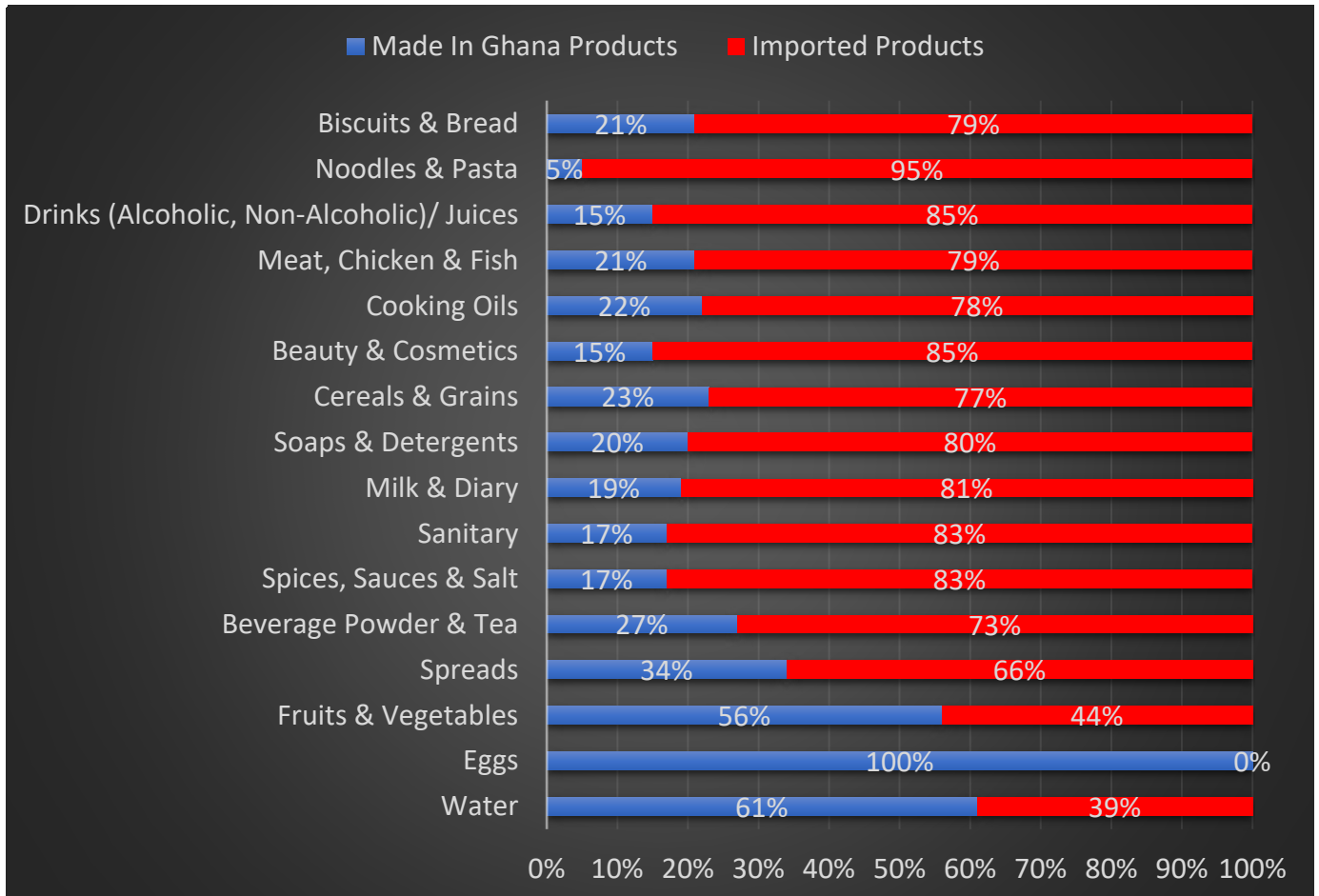


Fig. 2 is a summary of MIG goods on display across all 9 supermarkets

The above figure is a summary of MIG goods on display across all nine supermarkets for the 16 product categories surveyed.

The best performing category of Made-In-Ghana goods was Eggs (100% of all eggs on sale were produced in Ghana).

This is followed by Water (with 61%), Fruits & Vegetables (56%), and Spreads (34%).

The worst performing categories were Noodles & Pasta (5%), Drinks (15%), and Beauty & Cosmetics (15%).

Comparing The Performance Of Made-In-Ghana Goods Across The Shops

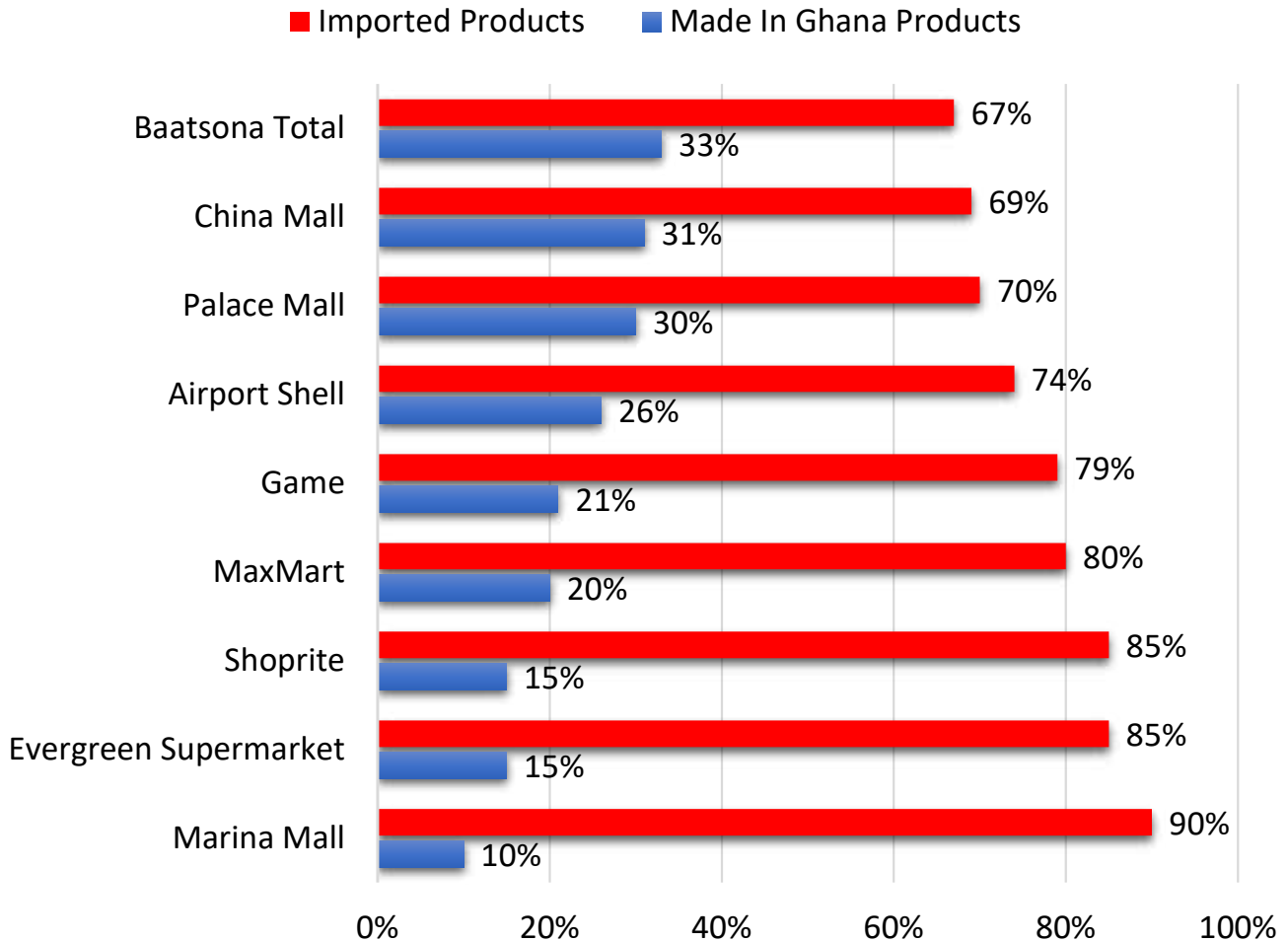


Fig. 3 is a total summary of products stocked across the supermarkets

A comparative analysis of the individual shops was measured by the total number of products stocked on their shelves, in total, Made-In-Ghana goods did not cross 33% although there are variances with each product category at the various shops.

For instance, reference to Fig 3., the findings at Baatsona Total revealed that they stocked the most made-in-Ghana products at the time of our visit compared to the other shops (33%).

The shop with the least made-in-Ghana products on display was Marina Mall (15%).

Performance Of Made-In-Ghana Goods At Baatsonaa Total

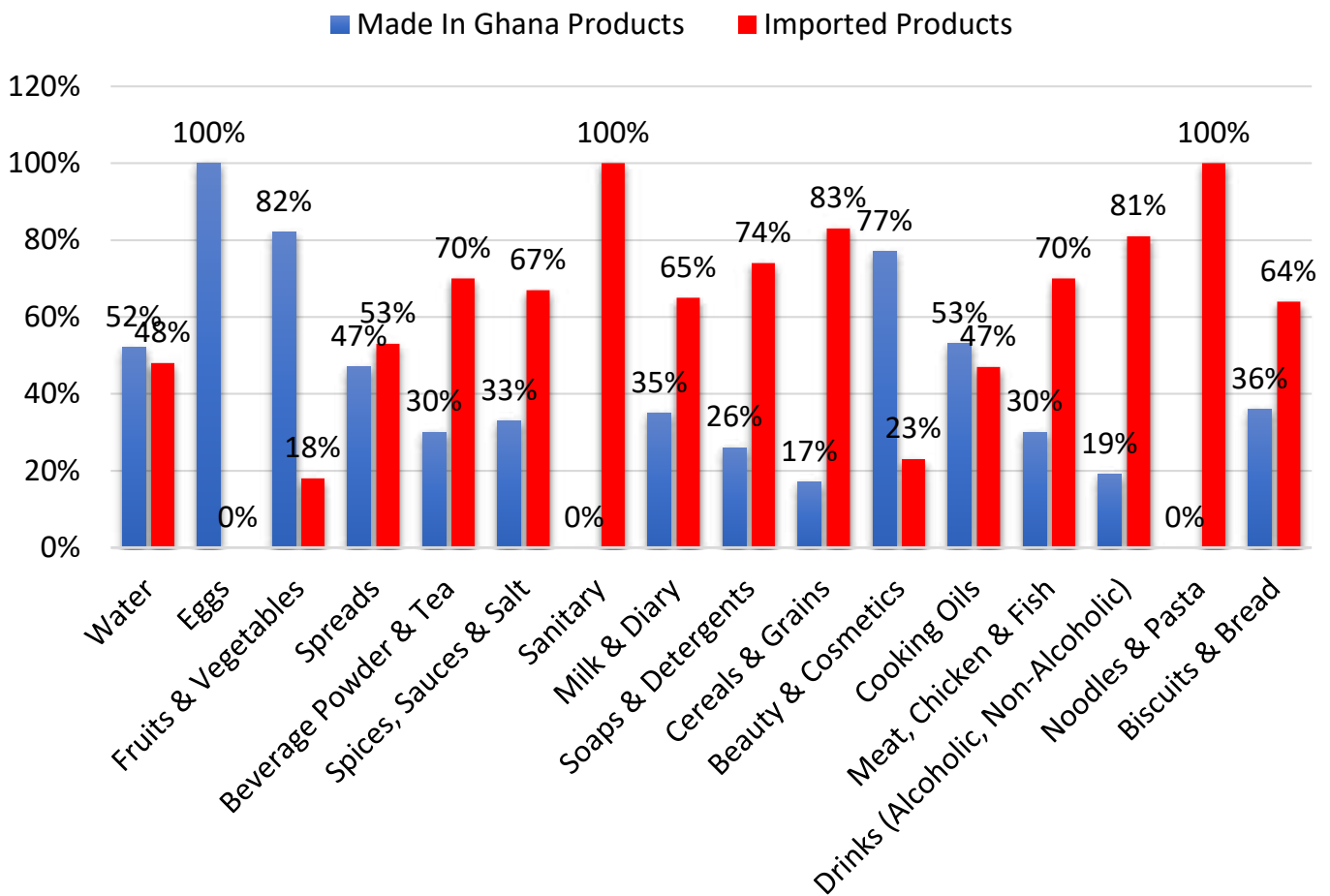


Fig. 4 shows the distribution of MIG products as against imported products at Baatsonaa Total

At Baatsonaa Total, a total number of 935 products were counted on the shelves. Out of this, 309 (33%) were MIG and 626 (67%) were imported products.

It was observed that, the Sanitary, and noodles & pasta products were all imported. On the other hand, all Eggs were MIG products.

Performance Of Made-In-Ghana Goods At China Mall

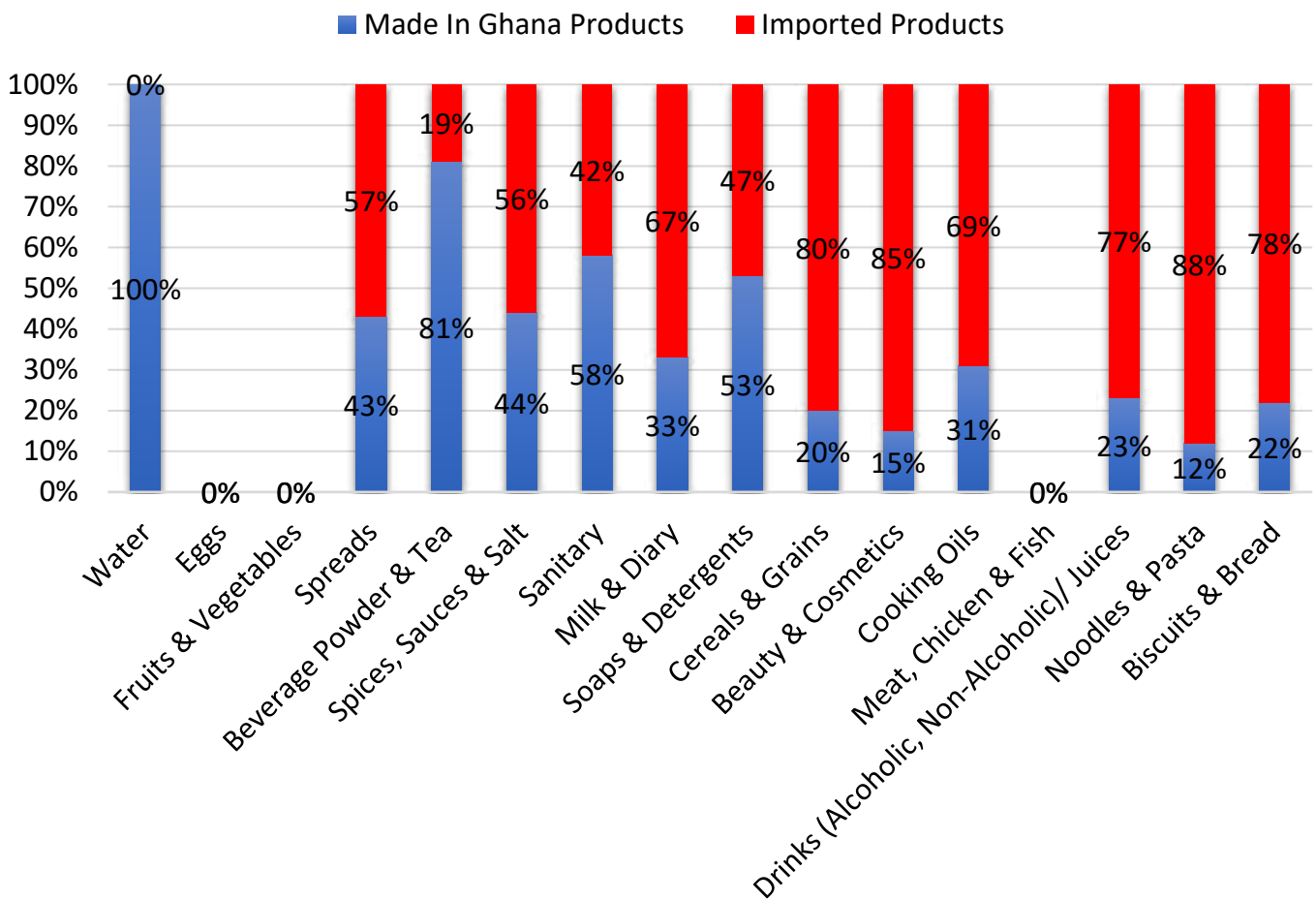


Fig.5 shows the distribution of MIG products as against imported products at China Mall

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Performance Of Made-In-Ghana Goods At Palace Supermarket

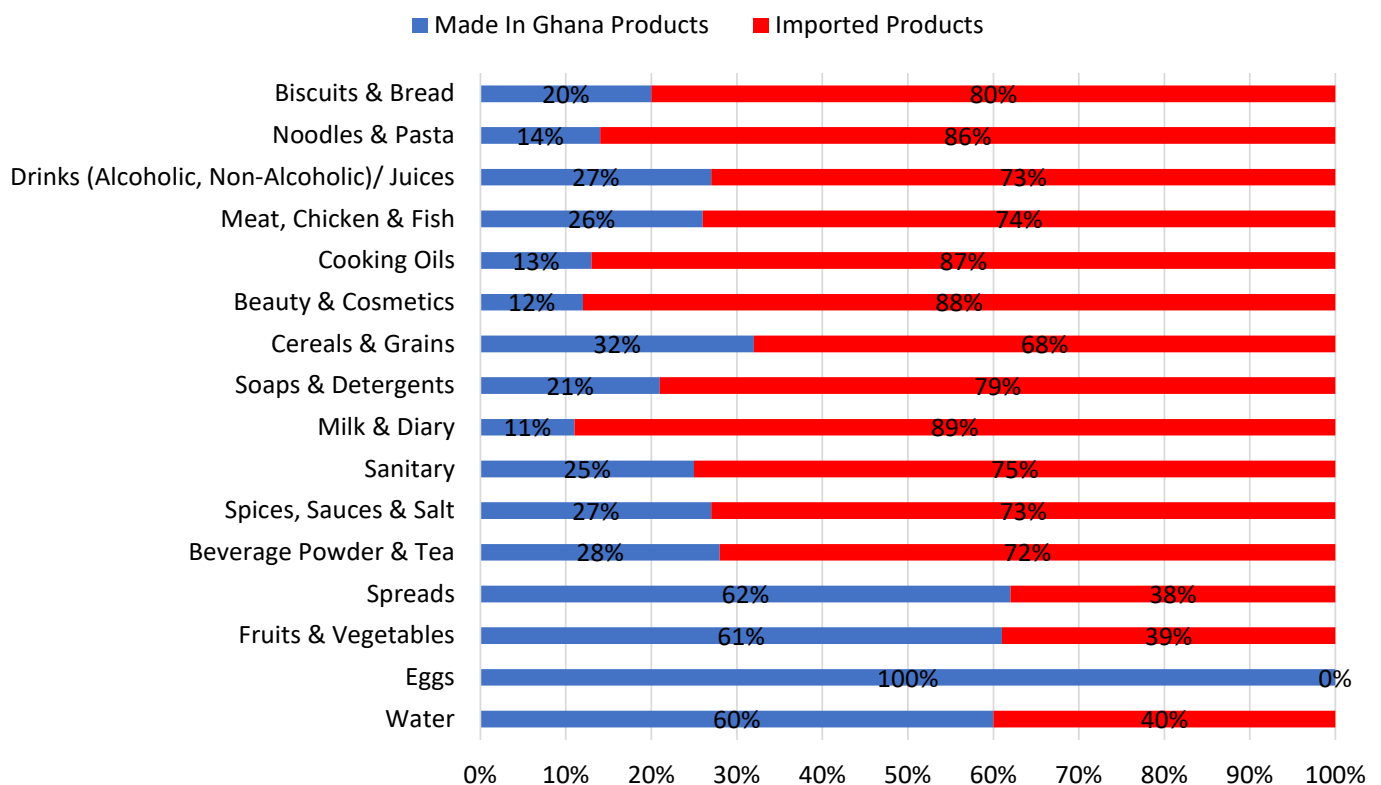


Fig. 6 is a breakdown of MIG products and imported products as collected at Palace Supermarket

At Palace Supermarket, a total number of 1134 products were counted on the shelves out of which 336 (30%) were MIG products and 798 (70%) were imported.

Again, Eggs recorded 100% MIG as seen in the other shops. The least MIG categories were Milk & Dairy (11%). Followed by Beauty & Cosmetics (12%) and Cooking Oils (13%).

Performance Of Made-In-Ghana Goods At Airport Shell

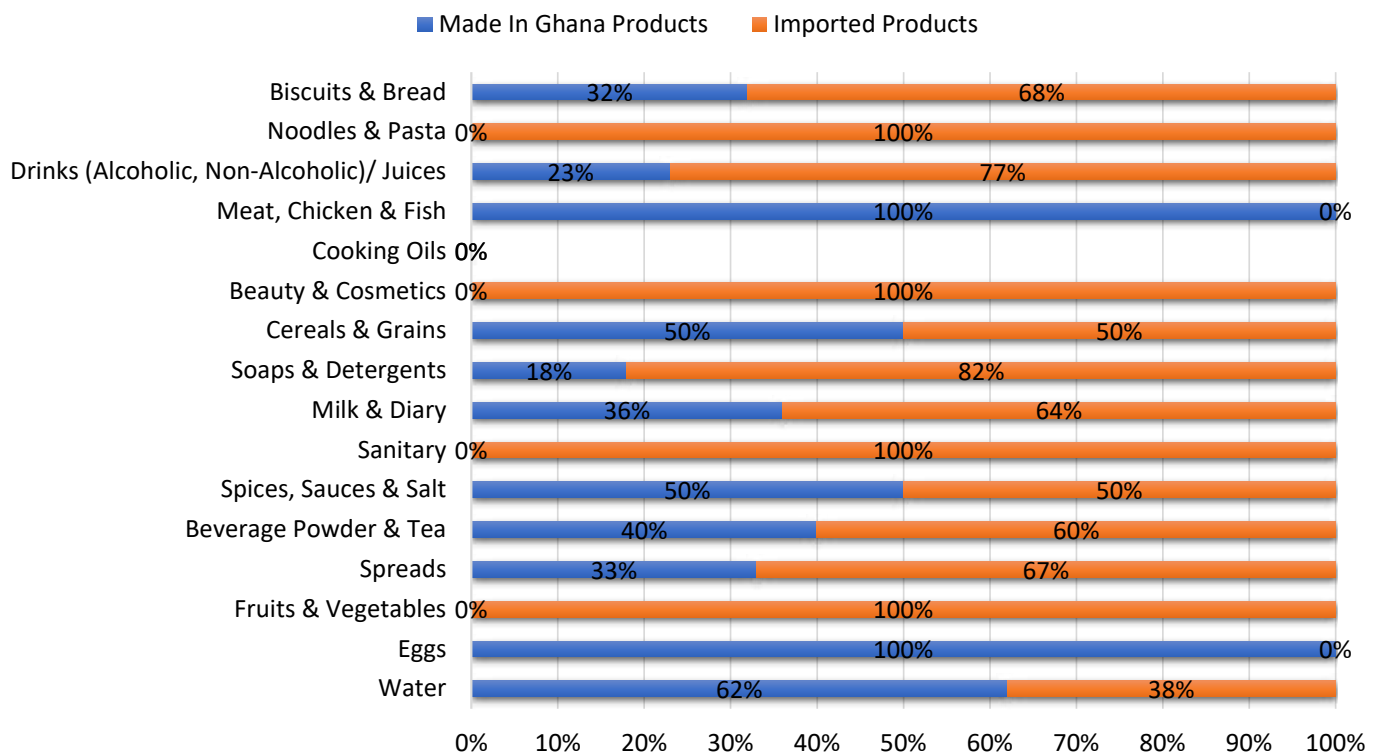


Fig. 7 is a breakdown of MIG products and imported brands as collected at Airport Shell

A total of 259 products were counted on the shelves at Airport Shell. 26% (68) of the products were MIG products whereas 74% (191) recorded were imported. All Fruits & Vegetables on display were imported

as at the time of visit.

The best MIG goods in the product categories were Eggs (100%), Water (62%), Spices, Sauces & Salts (50%) and Cereal & Grains (50%).

Performance of Made-In-Ghana goods at Game

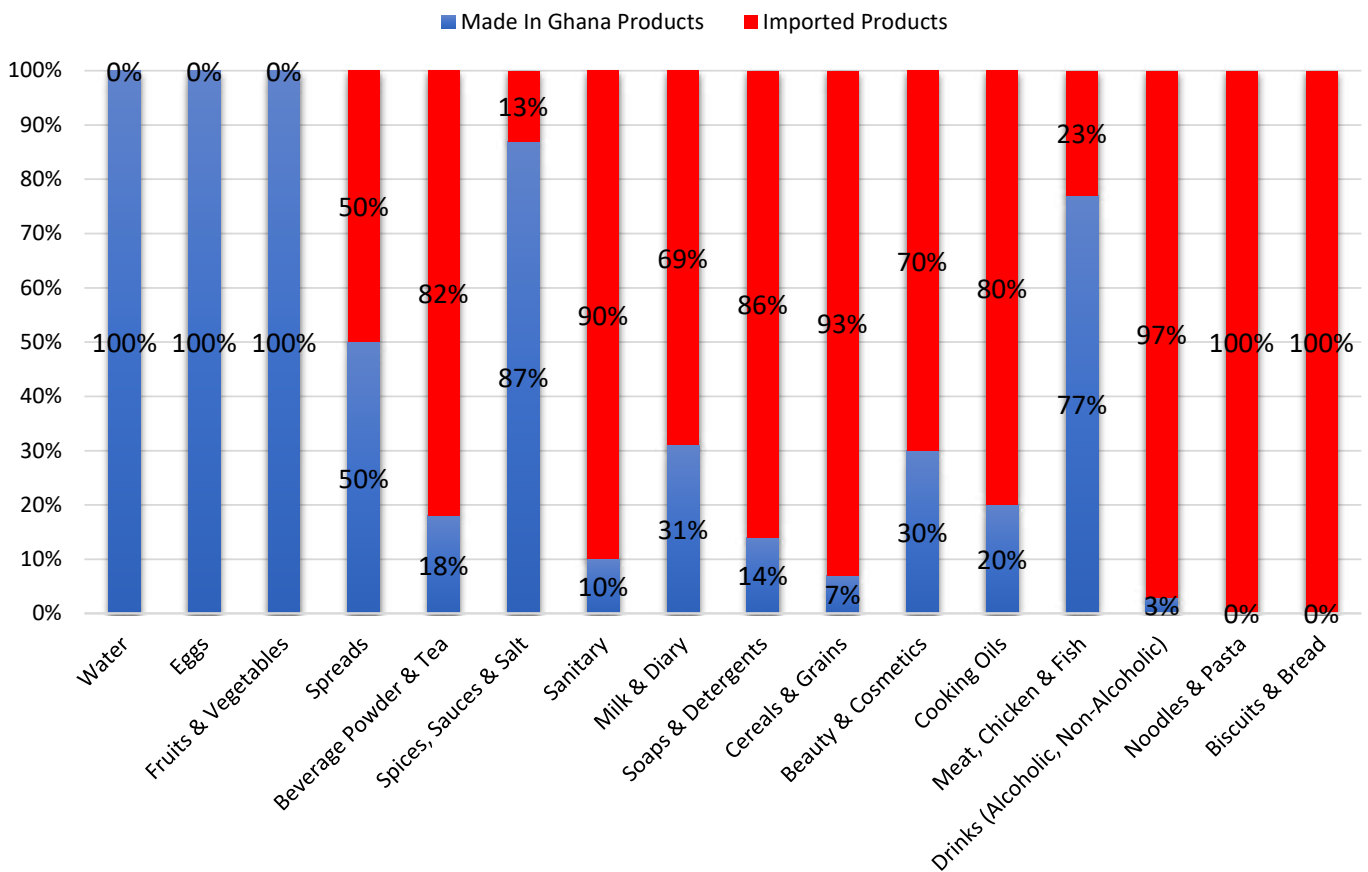


Fig. 8 is a breakdown of MIG products and imported brands as collected at Game

At Game stores, a total number of 286 products were counted on the shelves. 61 (21%) were MIG products and 225 (79%) were imported products.

The products in the following categories recorded 100% MIG as at the time of visit. Thus, Water, Eggs as well as Fruits & Vegetables.

Other MIG products that also performed well were

Performance Of Made-In-Ghana Goods At Maxmart

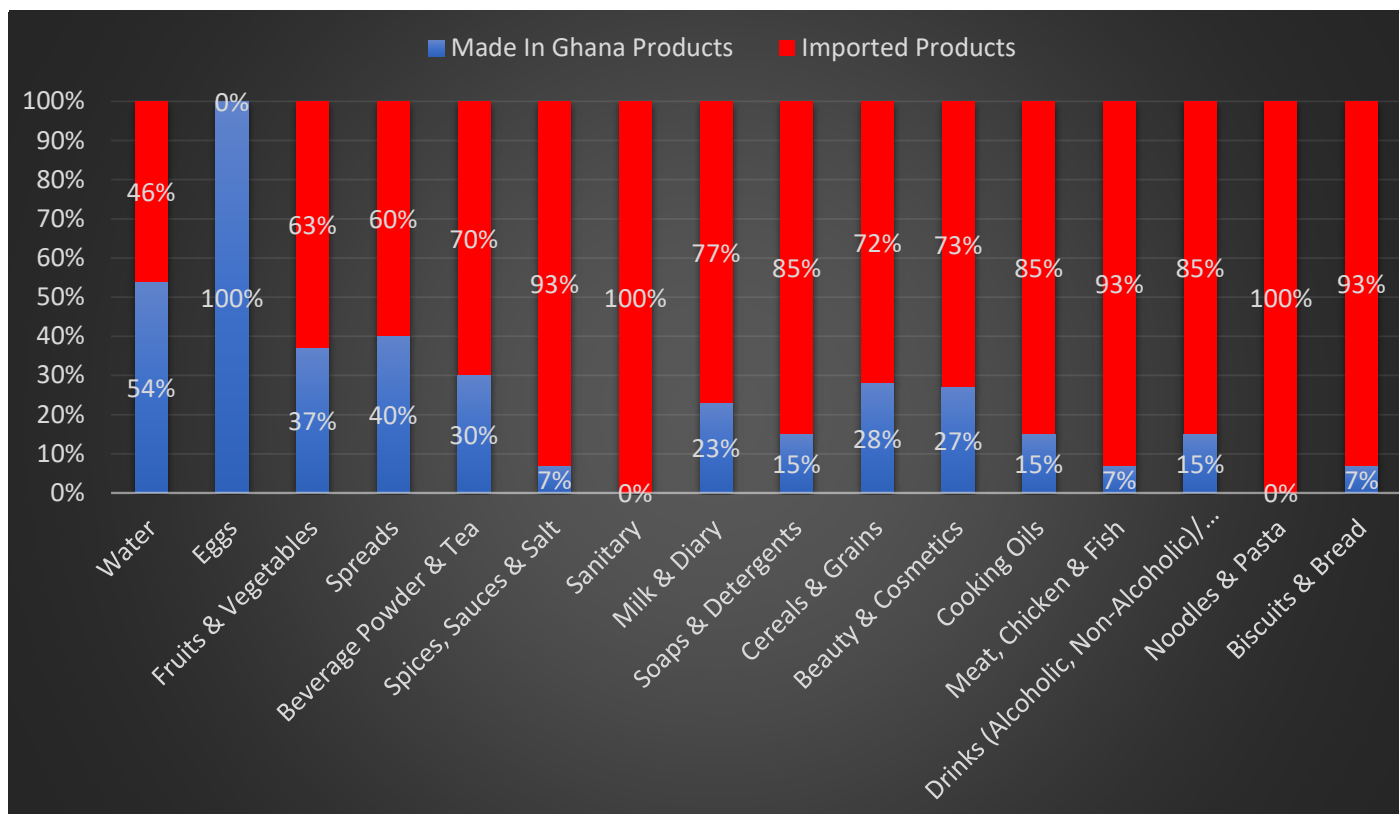


Fig. 9 is a breakdown of MIG products and imported brands as collected at Maxmart

The total number of products categories recorded at MaxMart was 943. Imported products accounted for 80% (759) whereas MIG were 20% (184).

The pattern of 100% eggs on display being MIG was also observed at MaxMart shopping centre.

Meanwhile, with the exception of water which realized 54% MIG on display, all other MIG product

Performance Of Made-In-Ghana Goods At Shoprite

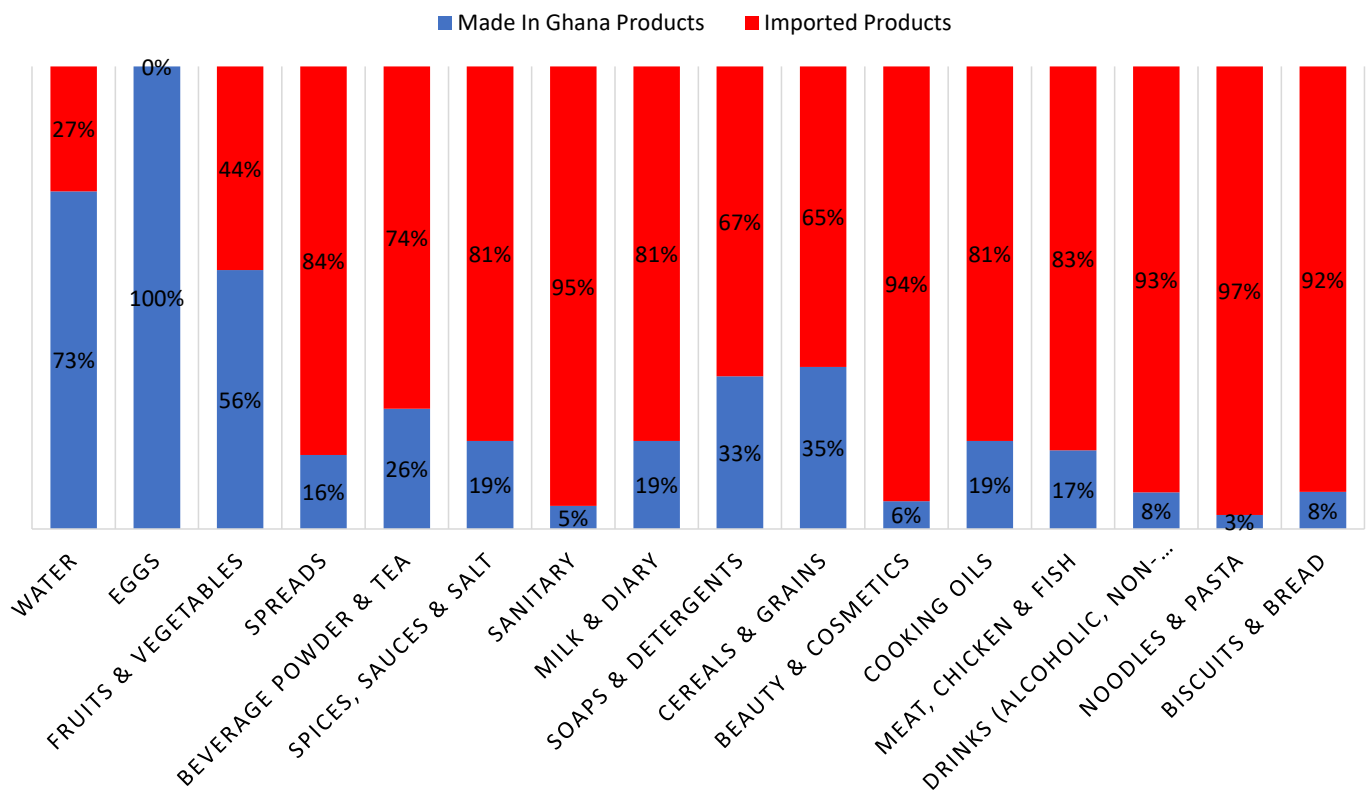


Fig. 10 is a breakdown of MIG products and imported brands as collected at Shoprite

Shoprite had a total number of 1471 product category on display. The MIG products displayed were 223 (15%) and its foreign counterpart was 1248 (85%).

The best performing MIG product category apart

from Eggs (100%) was water (73%) including Fruits and Vegetables (56%).

Sadly, all other product categories made at most 35%.

Performance Of Made-In-Ghana Goods At Evergreen Supermarket

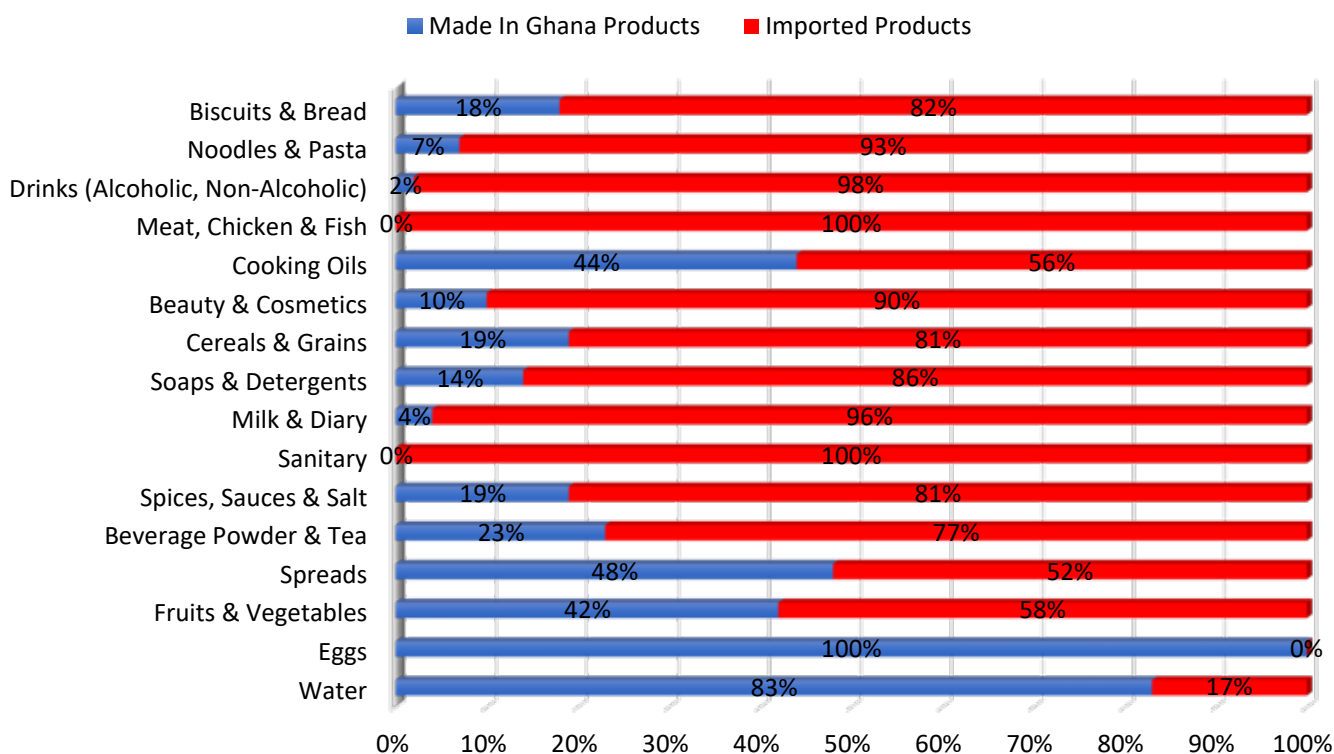


Fig. 11 is a breakdown of MIG products and imported brands as collected at Evergreen Supermarket

The team counted 635 product categories at the Evergreen Supermarket with MIG products accounting for 15% (95) of the products on display and the rest 540 (85%) were imported products.

Again, Eggs recorded 100% and water was the next

best performing category with 83% on display.

Unfortunately, Meat products such Chicken & Fish and Sanitary product categories recorded 0%. All other MIG categories did not make more than 48%.

Performance Of Made-In-Ghana Goods At Marina Mall

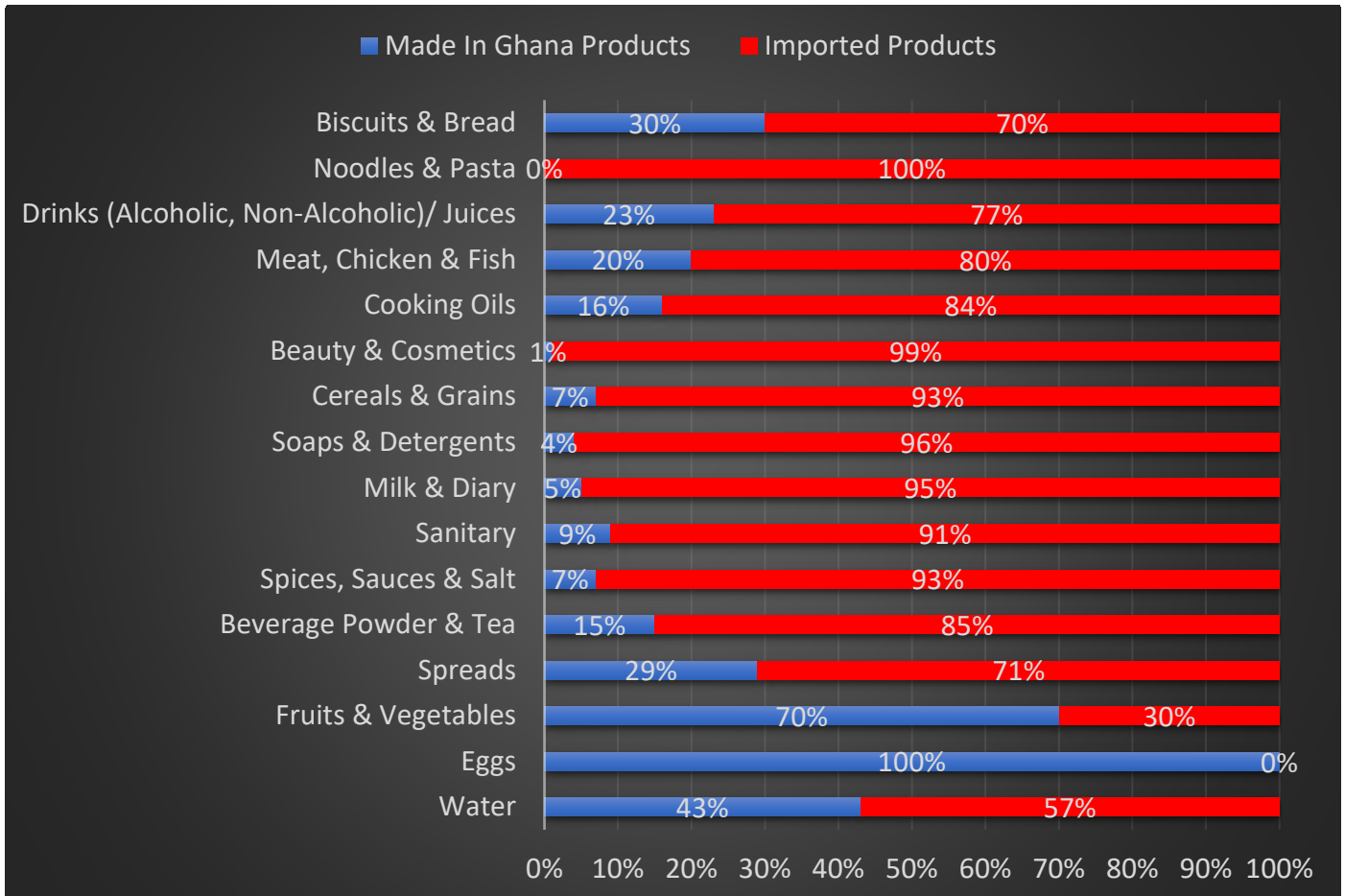


Fig. 12 is a breakdown of MIG products and imported brands as collected at Marina Mall

A total of 1636 products were counted at Marina Mall with only 10% (169) being MIG, and the remainder being imported.

It was observed that the common narrative for Eggs followed a similar trend.

The unique revelation from this shop was that Fruits & Vegetables had the next best-performing products for MIG recording 70% of products displayed.

The rest recorded at most 43% MIG products on display.



Consumers' Attitude Towards Made In Ghana Products - Responses From Shoppers At 10 Leading Supermarkets

A survey among shoppers was conducted in ten (10) leading supermarkets in the Greater Accra Region.

The aim of this perception survey among shoppers was to assess their level of patronage for Made-In-Ghana goods as well as to measure any other concerns they might have to share especially on 3 parameters (Packaging, Quality, and Price) for such Fast Moving Goods (FMGs).

The population consisted of randomly selected consumers who visited the various shops to buy. A total of 188 shoppers were interviewed from the ten shops.

- 10 Supermarkets
- 188 Shoppers

The methodology employed for this survey and its data analysis is quantitative and the main instrument used in collecting the data was a structured questionnaire.

The questionnaires were made up of both open and close-ended questions and were designed in such a way that they were self-explanatory.

The thematic analysis employed to evaluate qualitative data, and descriptive statistics comprised simple percentages.



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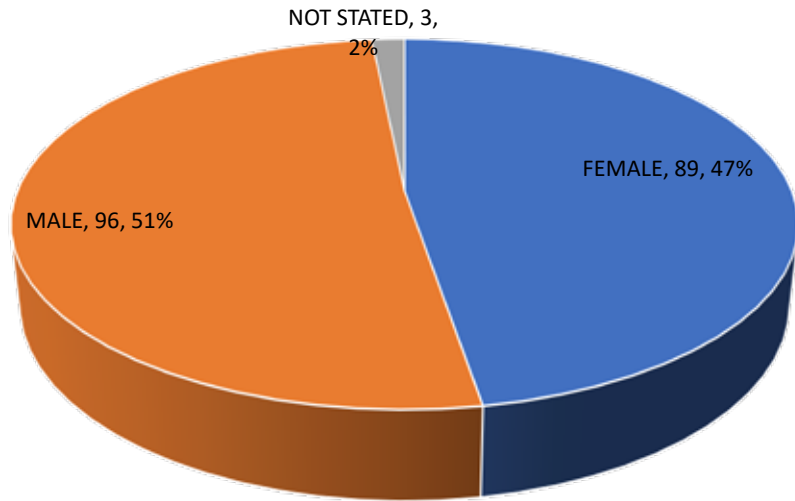
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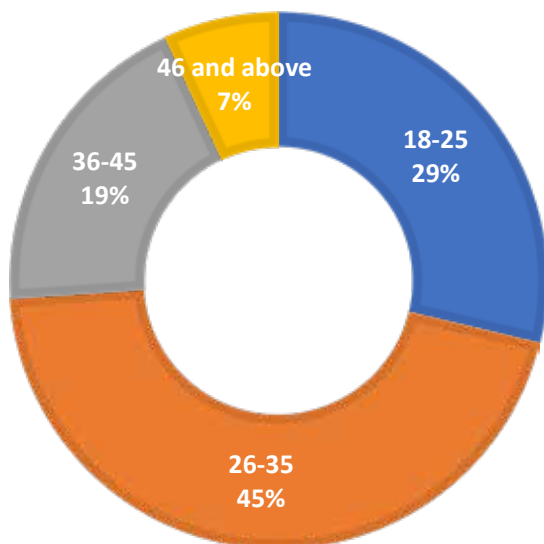
Gender



From the above chart, 51% of the respondents were male while 47% are female. 2% of the respondents did not indicate their gender.

Fig. 13 gender distribution

Age



The dominant age was the 26-35 olds making 45% of the respondents. This was followed by respondents between the ages of 18-25 representing 29% of the sampled population. 19% of the respondents were between the ages of 36-45, while respondents above 46 years were 7% of the population sampled.

Fig. 14 Age distribution

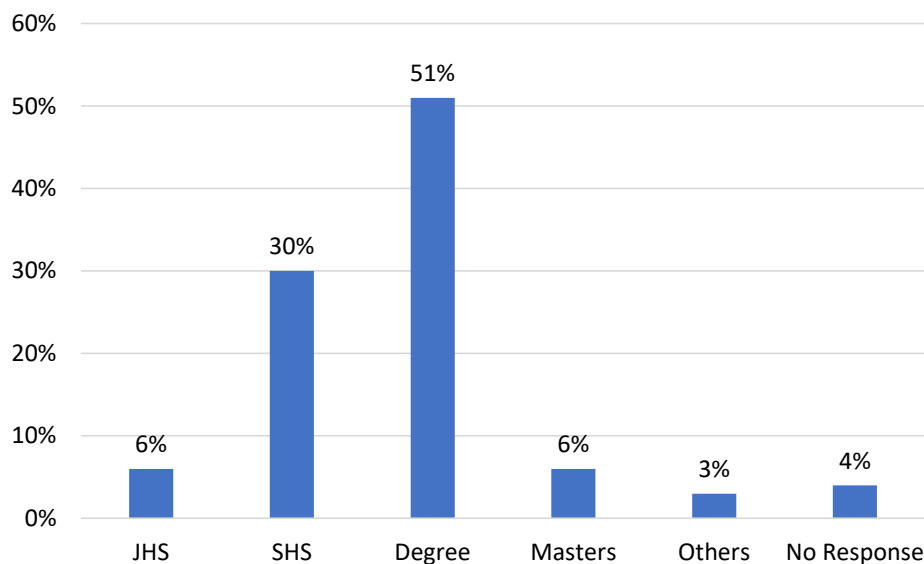


Fig. 15 Educational background

On the basis of the above illustration, it was observed that the majority of the respondents, 51%, have completed their tertiary education or were degree holders. 30% have completed the SHS level whereas 6% were master’s holders.

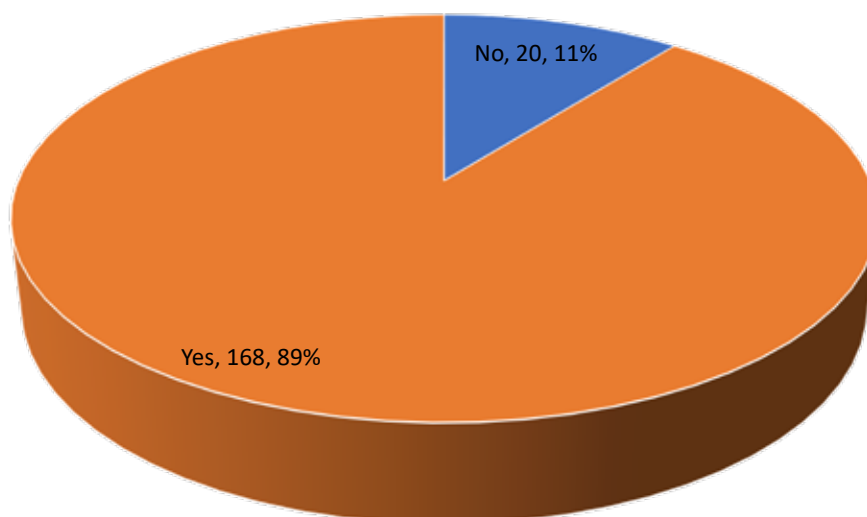
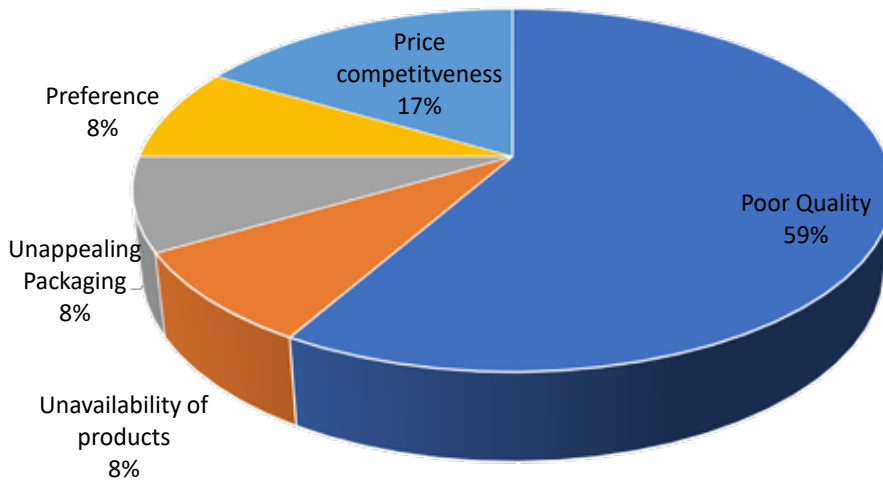


Fig. 16 - responses on where or not the respondents buy MIG products

Data collected indicated that 89% of the respondents buy products that are made in Ghana. On the other hand, 11% of consumers say they do not purchase products that are made in Ghana.



Reasons Given For Not Buying MIG Products ('No' Responses)



Data collected indicated that 59% of the respondents WHO DO NOT PATRONISE made-in-Ghana products alleged that these MIG products have poor quality, while 17% of that population said the MIG products were expensive compared to their foreign counterparts.

8% of responses attributed Unavailability of the products, Unappealing packaging (8%), and Preference (8%), as some of their concerns as far as their purchasing decisions are concerned.

Fig. 17 - reasons for not buying MIG products

Reasons Given For Buying MIG Products (Yes Responses)

Of those who buy MIG products, 41% of the respondents attributed it to the quality of locally made products. 22% attributed to just being patriotic to Ghanaian products and the rest (16%) said they want to contribute to boosting the economy of Ghana.

6% of the respondents also said they buy MIG products because it was affordable and 3% acknowledged that packaging plays a role in their purchasing decision. The other responses (12%) gave varying reasons from health, to the organic nature of the MIG products and preference.

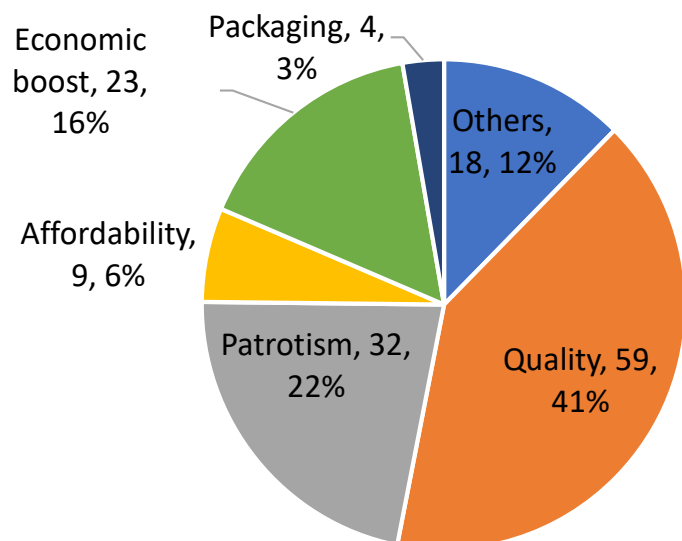


Fig. 18 - reasons for buying MIG products

Types Of Made-In Ghana Products That Respondents Buy

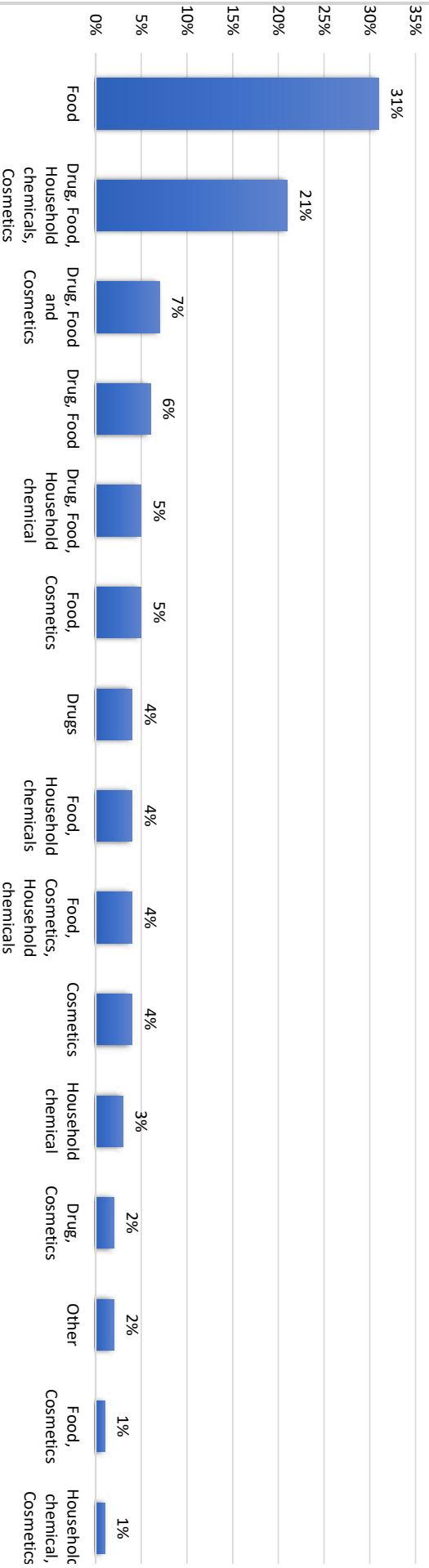
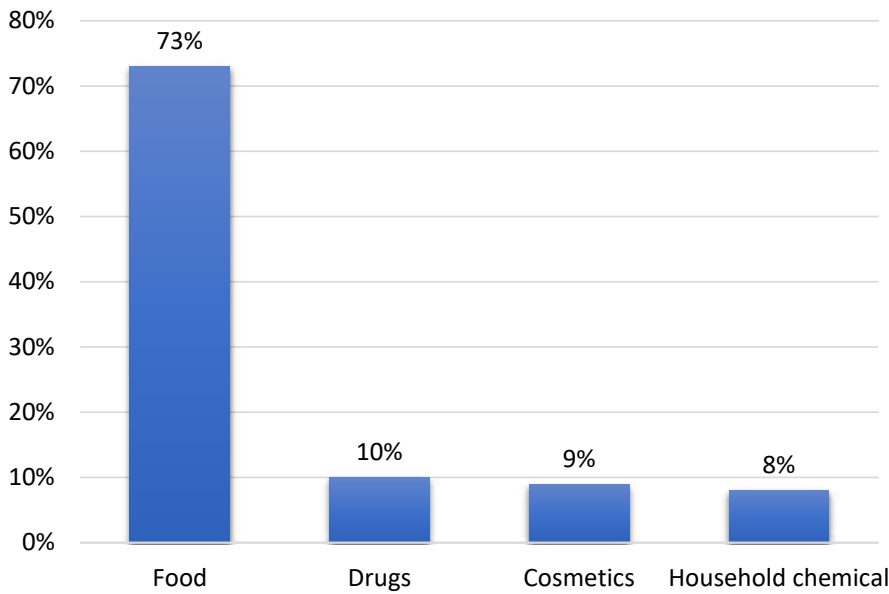


Fig. 19 – Type of products consumers buy

31% of the respondents surveyed disclosed that they love to purchase only made-in-Ghana food products whereas a paltry 4% indicated that they patronize only made-in-Ghana drugs with another 4% patronizing only made-in cosmetic products. All the others sampled consumed a combination of made-in-Ghana products with the highest in that category being 21% of the sampled population confirming that they buy a multiple made-in Ghana products (Drug, Food, Household Chemicals, and Cosmetics).



Cumulative Results Of Types Of Made-In Ghana Products That Respondents Buy



Following the previous analysis, the cumulative effect of the preference of respondents was observed, and the data revealed that 73% of the respondents said they MIG Food products, 10% purchase drugs, 9% also purchase cosmetics and 8% said they buy Household Chemicals

Fig. 20 Type of products consumers buy

Would You Buy A Made-In Ghana Product If There Is A Foreign Substitute?

It was noted that a large percentage of the respondents i.e. 74% indicated they will still buy made in Ghana products even if there is a foreign substitute.

Meanwhile, 19% said they will not buy MIG products if they had an option of getting a foreign product. Only 4% of the respondents were unsure of what to do in that circumstance.

Nonetheless, some 3% provided no responses to that question.

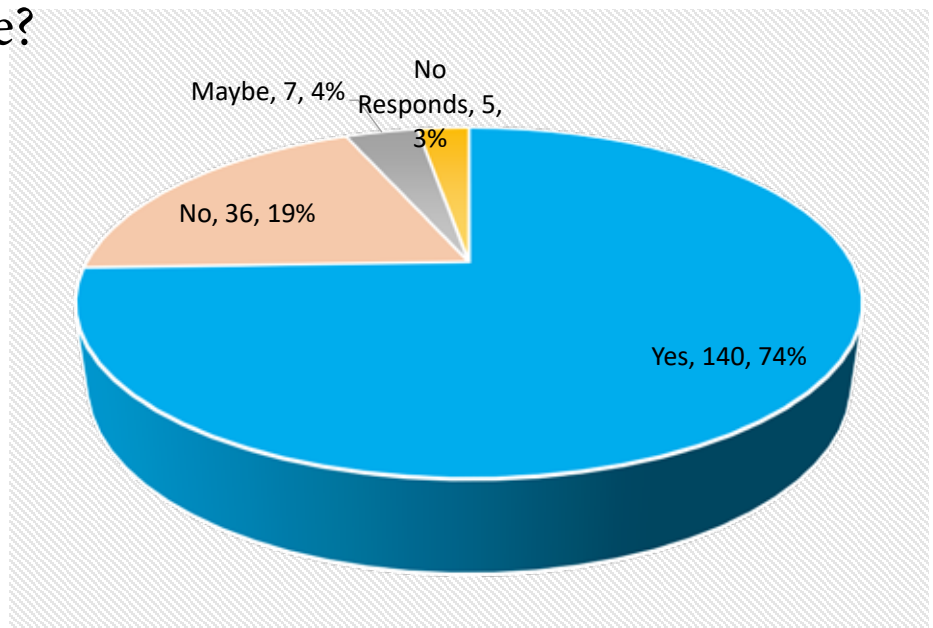


Fig. 21 – Responses on whether or not consumers will buy MIG products if there is a foreign substitute

Do You Believe Made-In-Ghana Products Are Of Good Quality?

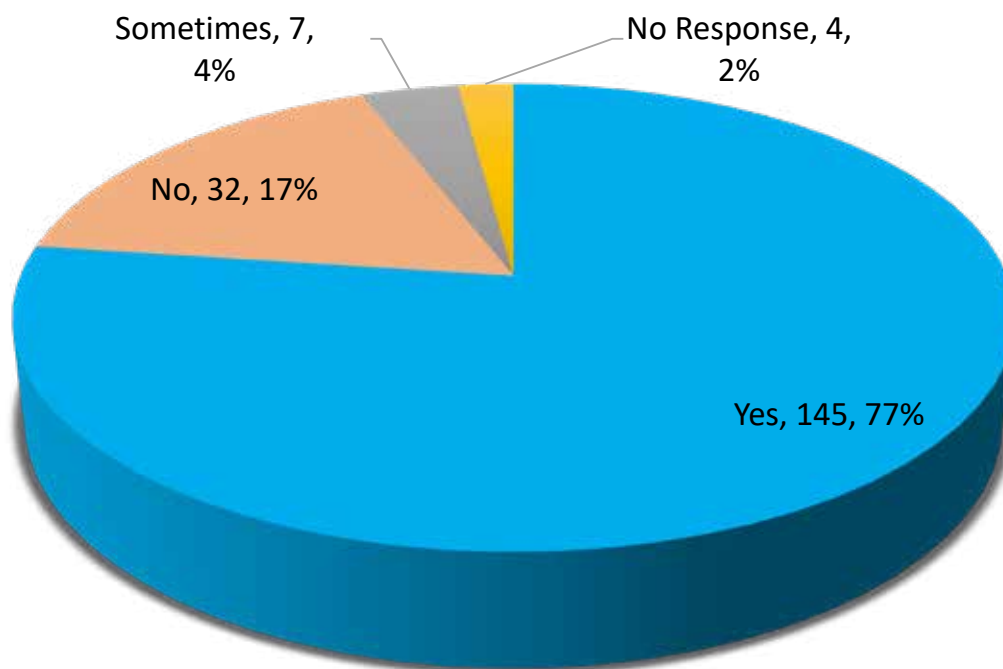


Fig. 22 – Perception on quality

In order to get on the shelves of these A-listed shops, the Made-In-Ghana goods need to compete on 3 main fronts and they are quality, appeal (packaging and branding), and pricing.

The majority of these respondents (77%) believe that made-in Ghana products are of good quality. Whereas, 17% believe otherwise.

2% of the respondents gave no response while 4% said “sometimes” MIG products meet the standard.

Do You Believe That Made-In Ghana Products Are Price Competitive?

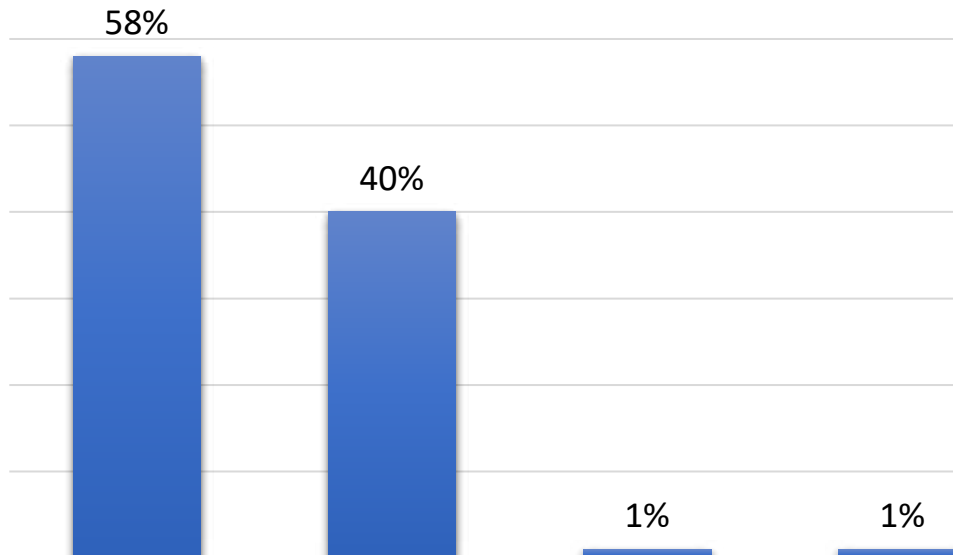
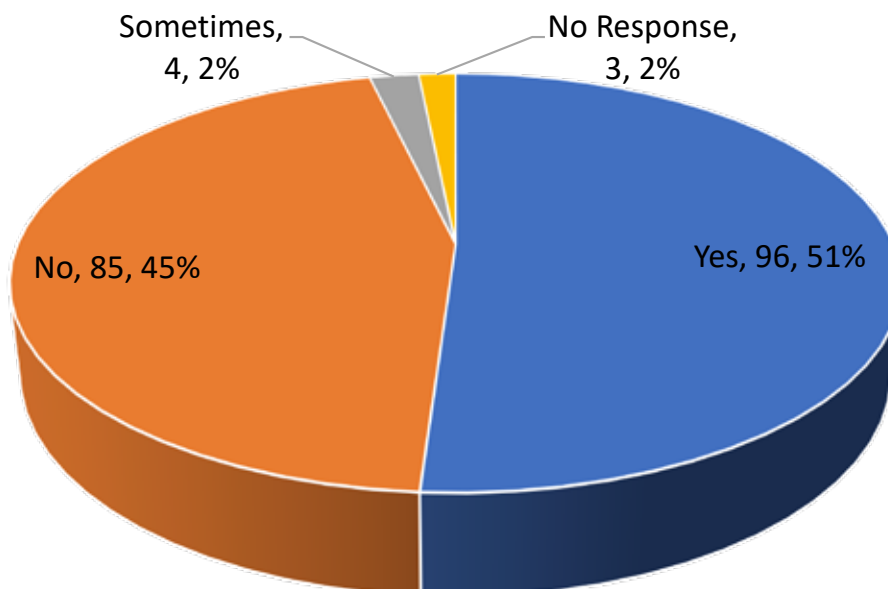


Fig. 23 – Perception on price of MIG products

Do You Believe That Made-In-Ghana Products Have Appealing Packages?



While foreign brands continue to enjoy a market perception of superiority in packaging and pricing, evidence from the survey shows that several MIG goods are beginning to close in on the gap of appealing packaging and with a matter of time, that perceived standard will be attained.

Fig. 24 perception on attractiveness of the packaging of MIG products

What Do You Look Out For When Buying A Made-In-Ghana Product

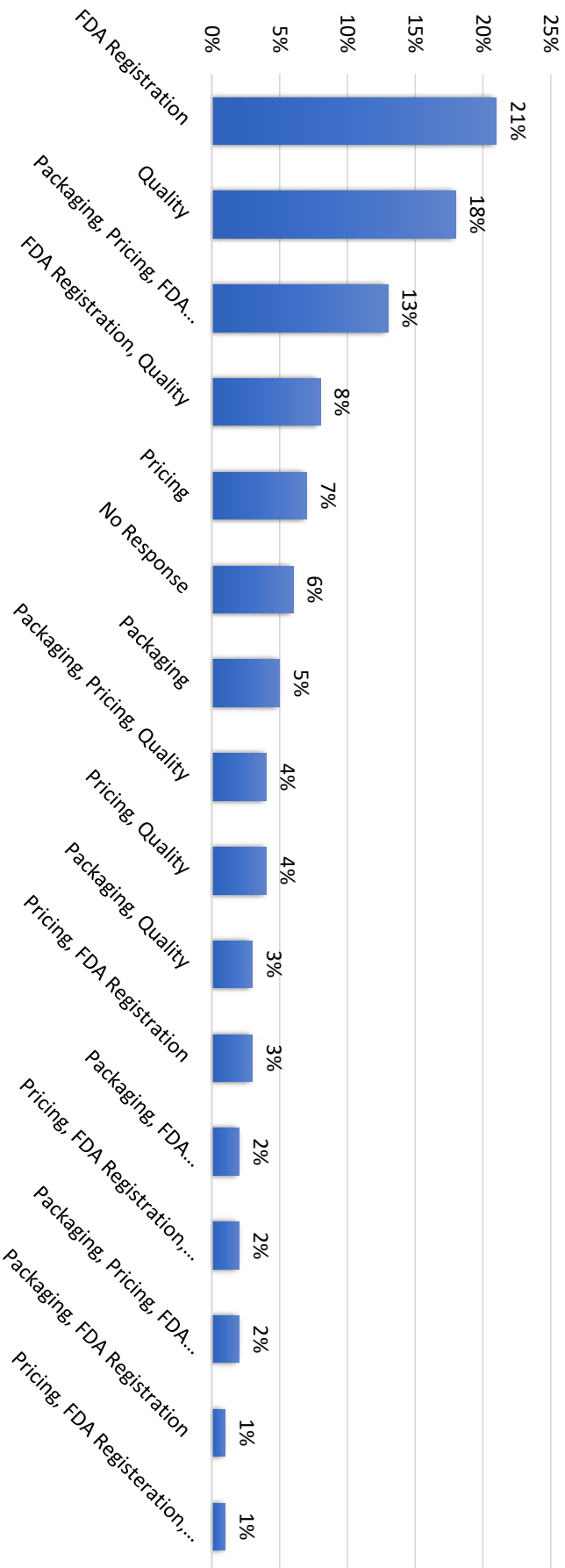


Fig. 25 – What consumers look out for before buying MIG products

The study further delved into what consumers look out for when buying made-in-Ghana products.

21% of the respondents said they look out for FDA registration numbers to authenticate the safety and quality of the products.

The others expressed other reasons with their respective percentages were quality (18%), Pricing (7%), and 5% packaging.



Do You Believe That Made-In Ghana Products Are Price Competitive?

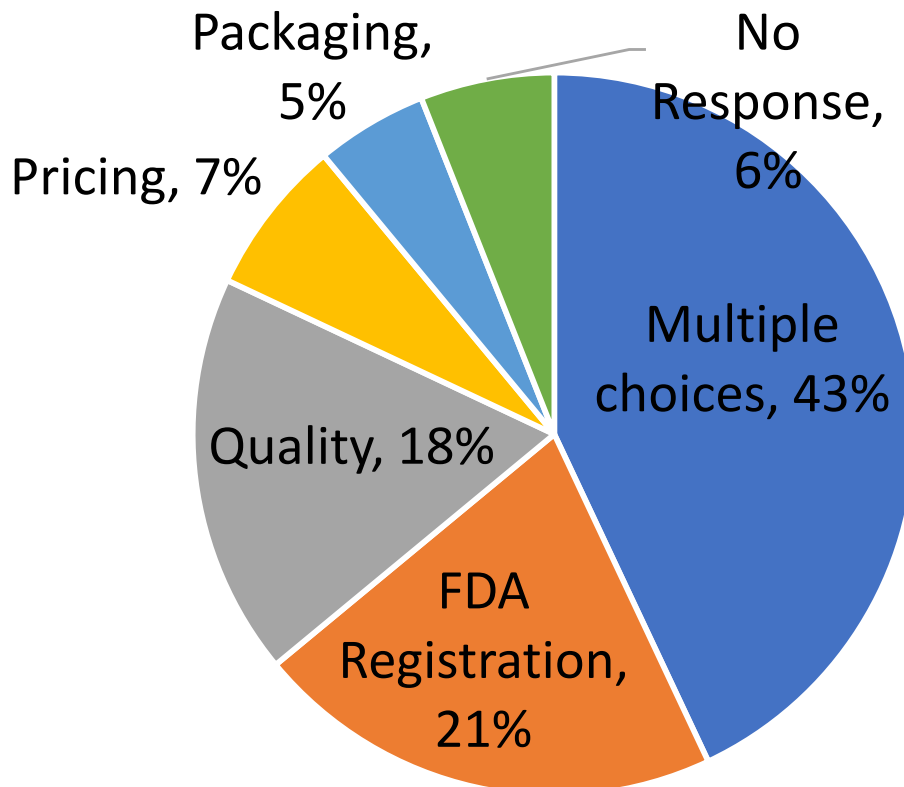


Fig. 26 - What consumers look out for before buying MIG products

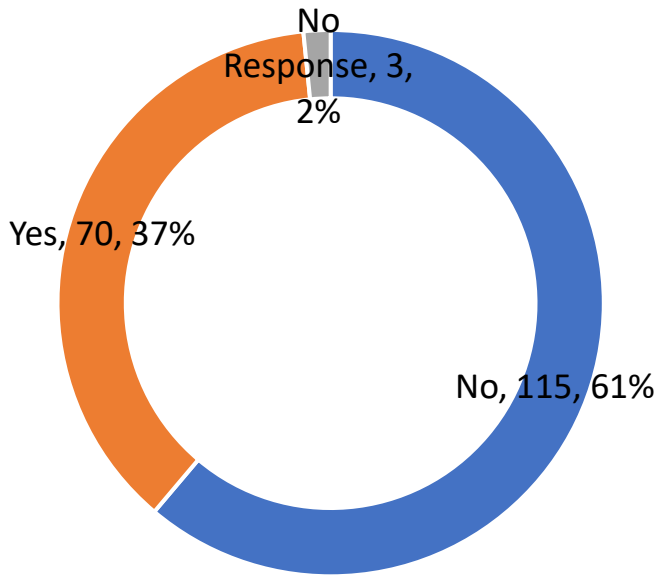
Following the previous analysis, 43% of the respondents look out for more than one parameter in making a decision to buy MIG. For instance, 21% said they look out for FDA registration numbers to authenticate the safety and quality of the products.

18% look out of the quality of the products based on their perception or experience they had with a previous purchase of that product.

Pricing and packaging contributed 7%, and 5% respectively.

The other 6% did not give any response.

Have You Heard About The “Buy Ghana, Love Ghana” Initiative By The FDA?

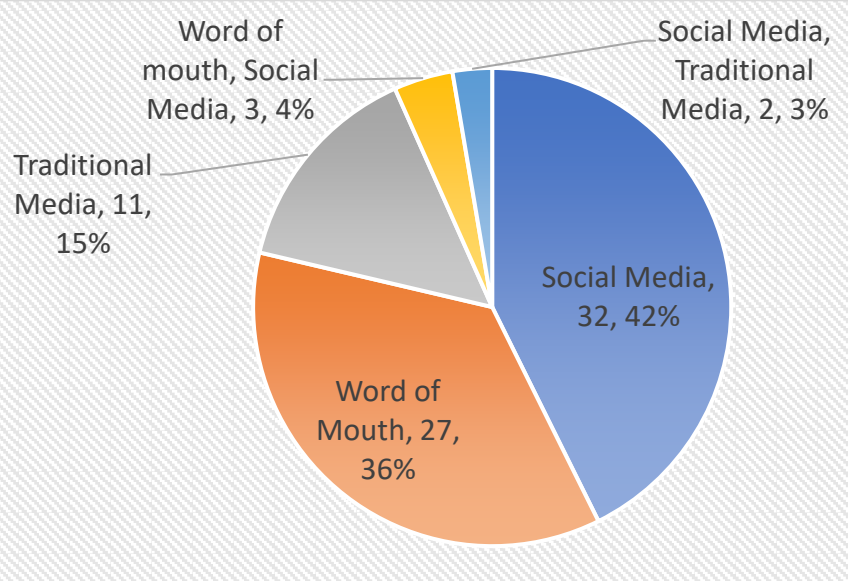


Consumers were asked if they have heard about FDA’s Buy Ghana, Love Ghana initiative.

37% of the respondents said they have indeed heard about the FDA’s initiative. Unfortunately, 61% of the respondents said they have not heard about it. 2% did not provide any response to this question.

Fig. 27 – Responses on whether or not consumers had heard about the Buy Ghana, Love Ghana initiative by FDA

If Yes, How Did You Hear About It?



From those who indicated that they heard about it, 42% say they got to hear about it through social media, 36% by word of mouth, and 15% by traditional media.

Fig. 28 Responses on How they heard about it

Would You Recommend Made In Ghana Products To Someone?

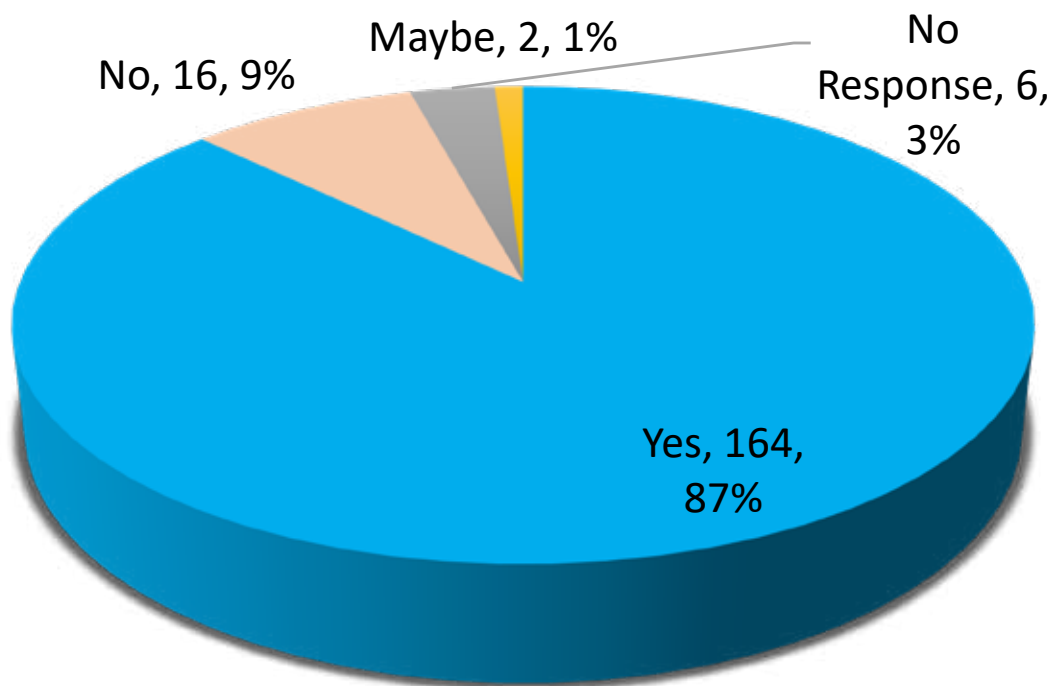


Fig. 29 responses on recommendation

An overwhelming 87% of the respondents said they will recommend made-in Ghana products with a paltry 9% responding no to the question.

3% of the respondents, however, did not respond to the question while some 1% of the sampled population were not sure if they would ever recommend any made-in-Ghana products to anyone.

Recommendations

From the survey, there is still a lot of work to be done on the 60% target of shelving made-in-Ghana products set by the FDA; we therefore recommend that there is the need to;

- Meet with local manufacturers to ascertain the reasons for the low production of their products to provide technical support if need be.
- Also meet with shop owners and managers to explore some of the limitations they have in stocking locally produced products and to provide the practical solutions to resolve challenges identified.
- To improve shelf space of MIG products across retail outlets, there is the need for FDA and key

stakeholders to review current efforts being made to increase the shelf presence of Made-In-Ghana goods. Hence our earlier submission of a comprehensive proposal (yet to be approved) to facilitate the effective implementation of this initiative.

- It is also recommended that industries should find ways to reduce their cost of production in order to reduce the prices of their products to be competitive with those coming from abroad.
- There should be an effective use of social media, TV, and radio to educate and sensitize the citizenry on the need to patronize made-in-Ghana goods since it has a direct link on the economic development of the country.

Conclusion

- The leading A-listed supermarkets stock fewer made-in Ghana products even though there is a large market available to patronize them because from the survey, a majority of the respondents are willing to buy made-in Ghana products.
- The data also revealed that consumers would like to buy made-in Ghana products even if there is a foreign substitute.
- It was found out that packaging and quality of the product is one key indicator consumers consider in their decision process in buying made-in-Ghana products.
- Consumers also look out for FDA registration numbers to be assured of the safety of the products before making a purchase.



- Commutatively, MIG products across all the shops made up only 21% of products on display.



- **The FDA has to thus meet all stakeholders in the production and merchandising space to address matters of concern.**



- More support must be provided for manufacturers to be able to achieve the FDA's 60% target.

DISCOVER AN EASY WAY TO PAY



USE ANY OF THE FOLLOWING

1. Cash
2. MoMo (*222*1060#)
3. Transfer - Direct Bank Transfer
4. Only Draft from UMB payable to FDA
5. Ghana.gov
6. Card Payment(POS) scan QR code available at the front office.

NB: For MoMo payments, please indicate as reference the name of your company and the service being paid for. e.g., ABC Limited, Registration



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