

# PROFILE OF COSMETICS AND PERSONAL CARE VALUE CHAIN IN GHANA



**TABLE OF CONTENTS**

LISTS OF FIGURES ..... 3

LISTS OF TABLES..... 4

EXECUTIVE SUMMARY ..... 5

    Overview of Ghana’s Cosmetics and Personal Care Value Chain..... 5

    Highlights of the Cosmetics and Personal Care Value Chain..... 7

        Production and Processing..... 7

        Demand and Supply ..... 7

        Opportunities for Cosmetics and Personal Care Products ..... 7

1. OVERVIEW OF THE GHANAIAAN ECONOMY..... 10

    1.1 Economic Performance in Ghana..... 10

        1.1.1 Sectoral Performance ..... 11

2. COSMETICS AND PERSONAL CARE PRODUCTS IN GHANA..... 13

    2.1 Background and Context..... 13

    2.2 Types/classes of Cosmetics and Skincare Products ..... 15

    2.3 Production Areas ..... 17

    2.4 Production Output ..... 17

    2.5 Import and Export ..... 18

3. THE COSMETICS AND PERSONAL CARE VALUE CHAIN ..... 19

    3.1 Cosmetics and Personal Care Products Value Chain ..... 19

    3.2 Stakeholders ..... 20

        3.2.1 Role and Contribution of Stakeholders ..... 20

        3.2.2 Raw Material Supply ..... 21

        3.2.3 Manufacturing..... 21

        3.2.4 Distribution ..... 21

        3.2.5 Retailers ..... 22

        3.2.6 Location of Stakeholders ..... 22

    3.3 SWOT Analysis of the Value Chain ..... 22

4. INSTITUTIONAL, REGULATORY AND POLICY ENVIRONMENT..... 25

    4.1 Policy and Regulatory Environment ..... 25

        4.1.1 Ministry of Health..... 25

        4.1.2 Food and Drugs Authority ..... 26

        4.1.3 Ghana Standards Authority..... 28

|   |    |
|---|----|
| 4.2 African Continental Free Trade Area (AFCFTA).....                         | 29 |
| 5. INVESTMENT OPPORTUNITIES .....   | 31 |
| 5.1 Investment Opportunities for Cosmetics and Personal Care.....             | 32 |
| 5.1.1 Sourcing .....  | 32 |
| 5.1.2 Production.....   | 35 |
| 5.1.3 Packaging .....   | 37 |
| 5.1.4 Warehousing .....   | 38 |
| 5.1.5 Transportation .....  | 38 |
| 5.1.6 Wholesale and Retail .....  | 39 |
| 5.1.7 Consumers.....  | 39 |
| 5.1.8 Financing.....  | 40 |
| 5.1.9 Entire Value Chain.....   | 41 |
| 5.1.10 Political Environment .....  | 43 |
| 6. KEY INSTITUTIONS THAT FACILITATE INVESTMENT.....                           | 44 |
| APPENDICES .....  | 49 |
| Appendix 1: Some Processors and Producers of Cosmetics in Ghana .....         | 49 |
| Appendix 2: Commercial Consumers of Cosmetics products .....                  | 58 |
| Appendix 3: National Standards for Cosmetics and Personal Care Products ..... | 63 |
| REFERENCES .....  | 67 |

## LISTS OF FIGURES

|  |    |
|--|----|
| Figure 1: Annual GDP Growth Rate in Ghana (2014-2021) .....                          | 10 |
| Figure 2: Growth Rates of GDP in Ghana, by sectors at Constant 2013 Prices (%) ..... | 11 |
| Figure 3: Cosmetic and Personal Care Products Value Chain.....                       | 19 |
| Figure 4: Summary of Investment Opportunities .....                                  | 31 |

## **LISTS OF TABLES**

|  |    |
|--|----|
| Table 1: Types of Cosmetics and Personal Care Products .....     | 15 |
| Table 2: Cosmetics and Personal Care Products Associations ..... | 20 |
| Table 3: SWOT Analysis of the Value Chain.....                   | 22 |
| Table 4: Key Institutions That Facilitate Investment.....        | 44 |

## EXECUTIVE SUMMARY

Ghana's cosmetics industry is a growing sector of the economy, driven by increasing consumer demand, a rising middle class, increasing awareness of personal care and beauty and a growing focus on natural and organic products.

The Ghanaian cosmetics industry is characterized by many small-scale producers, who produce many of the cosmetics in the country. These producers are often informal and operate in a fragmented market. There are also a number of large-scale producers, who export their products to international markets.

Ghana's abundant natural resources, including shea butter, cocoa butter, and various indigenous herbs, serve as crucial ingredients in cosmetics, adding to the country's competitive advantage.

The domestic market for cosmetics in Ghana has experienced steady growth in recent years. Further, the export market presents significant opportunities for expansion. Ghana's cosmetics are well-regarded in regional and international markets, particularly for their natural and organic attributes.

To capitalize on the opportunities in the industry, stakeholders must focus on enhancing research and development capabilities, product innovation, and packaging design. Additionally, investing in infrastructure, technology, and quality control measures will strengthen the value chain and ensure compliance with international standards.

Ghana's cosmetics industry has immense potential to contribute to economic development, employment creation, and foreign exchange earnings. By leveraging the country's rich natural resources and emphasis on quality, the industry can continue to thrive both domestically and internationally, positioning Ghana as a key player in the global cosmetics market.

### **Overview of Ghana's Cosmetics and Personal Care Value Chain**

The cosmetics industry in Ghana is a growing sector with the potential to reach half a billion dollars in value and create over two million jobs. The industry is being driven by a number of factors, including:

- **Economic growth:** Ghana's economy has been growing steadily in recent years, which has led to an increase in disposable income among Ghanaians. This has led to a growing demand for beauty products.
- **Changing attitudes:** Ghanaian attitudes towards beauty are changing. In the past, Ghanaians were more likely to use traditional beauty products, such as shea butter and cocoa butter. However, there is a growing trend towards using Western-style beauty products. This is due to a number of factors, including increased exposure to Western media and the Internet.
- **The rise of local brands:** There is a growing number of local beauty brands in Ghana. These brands are appealing to Ghanaian consumers because they are more affordable and culturally relevant.

The indigenous cosmetics industry in Ghana has the potential to grow significantly in the coming years. The industry is facing a number of challenges, such as the high cost of raw materials and the limited access to international markets. However, the industry is also benefiting from several opportunities, such as the growing middle class and the increasing demand for natural and organic beauty products.

**Foreign brands dominate the Ghanaian market, but local brands are gaining ground.**

Foreign brands, such as Maybelline, Nivea, Revlon, and MAC dominate the Ghanaian beauty market. However, there is a growing number of local brands that are gaining popularity. These brands, such as MVP, Skin Gourmet, MGL Naturals, R&R Luxury, and Evita Joseph, have successfully gained market share and established a growing export base.

**Ghanaian cosmetics products are exported to the subregion and around the world.**

The cosmetics product categories in Ghana encompass a wide range of items, including creams, emulsions, lotions, gels, oils, makeup powders, after-bath powders, hygienic powders, deodorant soaps, perfumes, colognes, bath and shower preparations, depilatories, deodorants, antiperspirants, and hair colorants.

Furthermore, the market segments within the industry are diverse and include skin care and sun care, hair care, toiletries, colour cosmetics as well as spa and wellness.

Overall, the cosmetics industry in Ghana is a growing sector with the potential to create jobs and contribute to economic development. The industry is expected to grow significantly in the coming years. This growth will create jobs in a number of areas, including manufacturing, distribution, and retail. The industry will also contribute to economic development by generating tax revenue and stimulating economic activity.

### **Highlights of the Cosmetics and Personal Care Value Chain**

#### **Production and Processing**

- Production of cosmetics and personal care products is done by small, medium and large-scale enterprises.
- Production occurs in urban and peri-urban areas. For example, in Northern Ghana, raw materials (for example shea butter, shea oil, baobab oil) are produced. Finished product manufacturers are also based in the North. Black Soap Manufacturers are located in the Middle Belt. The finished product manufacturers are based in Kumasi. With respect to coconut oil, raw materials and finished product manufacturers are based in Western Ghana. The Majority of the finished product manufacturers are located in the South, primarily in Accra.

#### **Demand and Supply**

- There is a high demand for cosmetics and personal care products locally and internationally. The local supply is insufficient to meet the local and international demands. This creates opportunities for scaling existing businesses, replicating successful business models and opening new manufacturing companies.

#### **Opportunities for Cosmetics and Personal Care Products**

##### *Sourcing*

- Significant export potential in Ghana.
- Raw materials are available locally and are relatively cheap from the source.
- Ghana is the world's largest exporter of unrefined shea butter. Ghana has a competitive advantage in the exportation of shea butter and this can be catalysed to scale up exportation.
- Absence of some raw materials locally creates the opportunity for the importation of bulk quantities of such raw materials into Ghana.
- Ethical sourcing for example through the use of block chain technology.



- Significant demand for the use of clean and natural ingredients/'greening' in cosmetics and personal care products.
- Some demand for edible cosmetics products.

#### *Production*

- Opportunities for the creation of distribution centres in peri-urban areas and rural areas.
- Incorporating sustainability (natural, clean and sustainable) into raw material sourcing, production, distribution and marketing.
- Producing in a manner to attain international certification, for example, Fair Trade or Cruelty-Free certification.
- High energy costs and fluctuations in power during production creates opportunities for the use of alternative sources of energy in production.
- Opportunities for introducing heavy and modern machinery in production.

#### *Packaging*

- i. Local packaging tends to be similar and often is not appropriate for the products. Limited varieties characterise the local market. Lack of emphasis on high quality. For example, some packaging cannot withstand UV rays but is still used. There are significant opportunities for providing diverse types of packaging.
- ii. Demand for eco-friendly Packaging.
- iii. High cost of imported packaging. Opportunities for purchasing in bulk to reduce costs.
- iv. Counterfeit products using similar packaging of competitors. Opportunities for creating bar codes on products to ensure authenticity or use other innovative methods.

#### *Warehousing*

- Creation of hubs for warehousing and transportation.
- Warehousing can provide a variety of value -added services and distribution solutions like effective management of door to shelf deliveries, inventory optimisation, quality control, tailored packing solutions.

#### *Transportation*

- Consolidation of suppliers of imported raw materials will reduce costs for individual manufacturers and facilitate the management of international transport operations.

#### *Wholesale and Retail*

- Need for international partnerships to boost the cosmetics and personal care product industry.

### *Consumers*

- Increased consumer demand for ethical products and sustainably produced cosmetics and personal products locally and on the global market.
- Utilizing blockchain technology to provide supply chain transparency to consumers.
- Tremendous opportunities for web- based selling and marketing/e-commerce, utilizing social selling/social Influencers.
- Niche for personalization and customization of products.
- Utilizing technology to enhance consumer experiences, online search and buying patterns, engage consumers and boost sales.

### *Financing*

- Development of innovative finance mechanisms to expand existing factories through the purchase of machinery.
- Need for finance to be able to purchase imported raw materials in bulk.
- Increasing access to finance.

### *Entire Value Chain*

- Digitizing the entire value chain process.
- Need for research and development into various aspects of the value chain. There is a general absence of market intelligence. There are opportunities for using non -traditional local raw materials like sobolo, moringa but research needs to be done into using these products for cosmetics and personal care products. The result will be to create modern ground-breaking products that are innovative and respond to clients' needs.
- Incorporating Artificial Intelligence into cosmetics manufacturing and retail in order to enhance the consumer experience.
- Need for significant training of cosmetics and personal care products workforce. For example, formulators, engineers.

### *Political Environment*

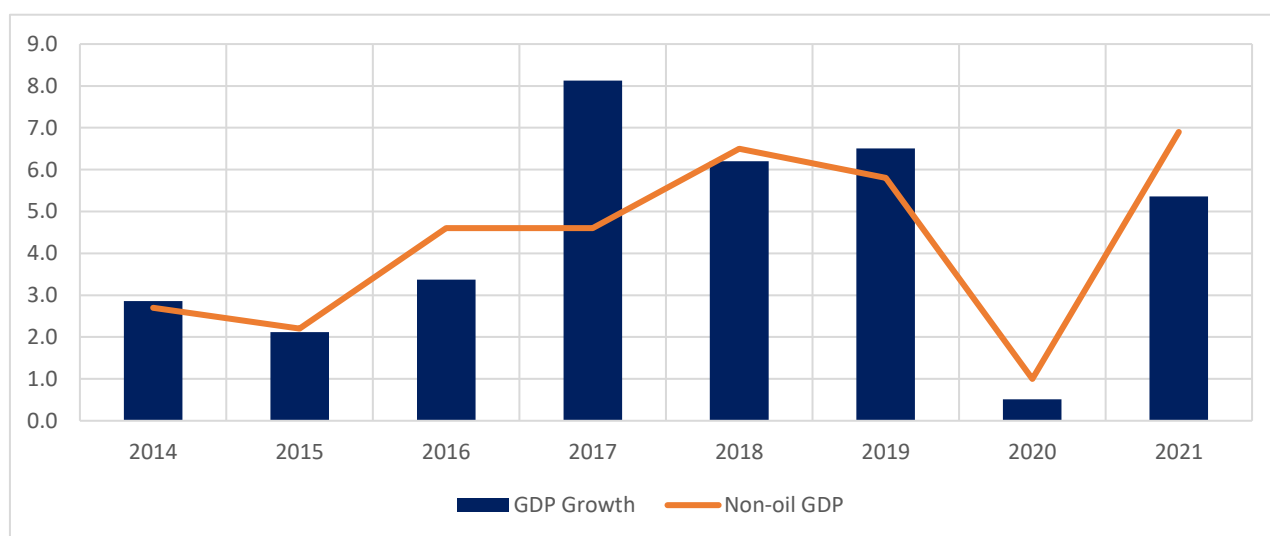
- Favourable political environment. Certainty of legal and regulatory regime. One District One Factory initiative.
- AfCFTA and opportunities to trade across the African continent.

## 1. OVERVIEW OF THE GHANAIAN ECONOMY

### 1.1 Economic Performance in Ghana

Since 2014, the Ghanaian economy has consistently experienced positive growth. In 2020, the GDP growth was less than 1%, mainly due to the outbreak of the COVID-19 pandemic. In 2021, Ghana’s GDP growth was estimated to be around 5.4%, an increase of 4.9% from 2020. Additionally, the non-oil GDP grew from 1% in 2020 to 6.9% in 2021, which is the highest non-oil real GDP growth rate since the rebasing in 2013.

**Figure 1: Annual GDP Growth Rate in Ghana (2014-2021)**



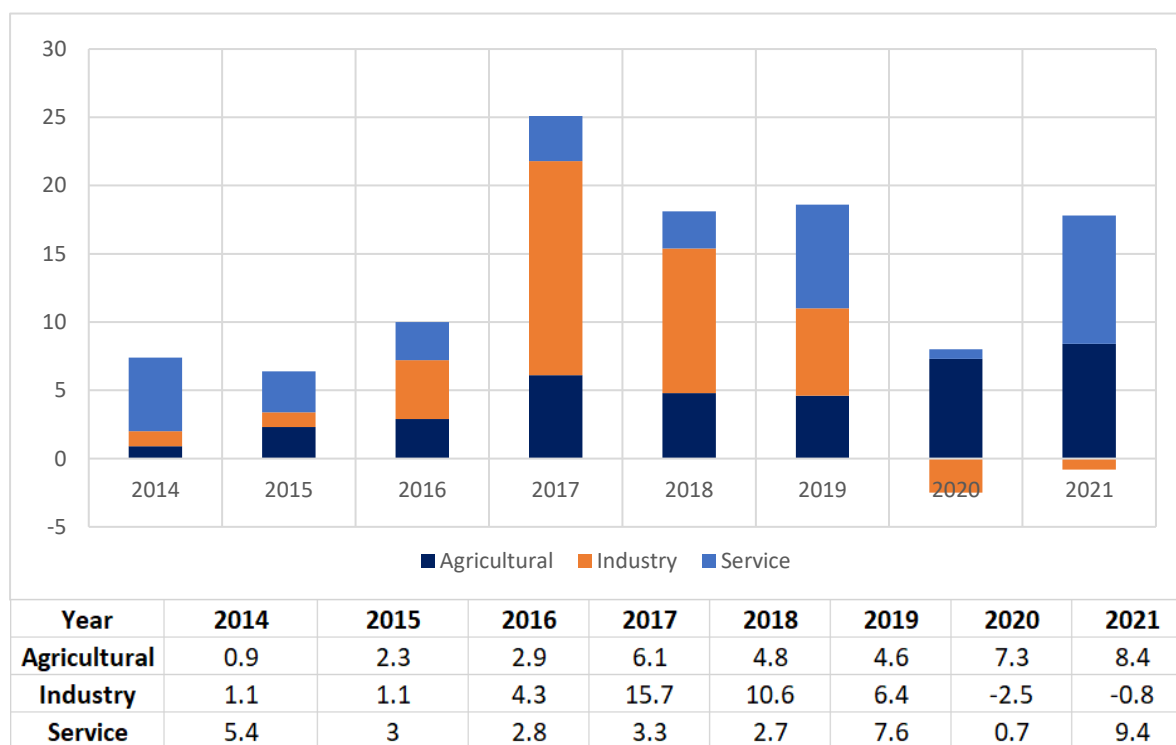
| Year               | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|--------------------|------|------|------|------|------|------|------|------|
| <b>GDP Growth</b>  | 2.9  | 2.1  | 3.4  | 8.1  | 6.2  | 6.5  | 0.5  | 5.4  |
| <b>Non-oil GDP</b> | 2.7  | 2.2  | 4.6  | 4.6  | 6.5  | 5.8  | 1    | 6.9  |

**Source:** Ghana Statistical Service, World Bank

### 1.1.1 Sectoral Performance

Although the cosmetics and personal care products industry has a remarkable impact on the economy, actual and consolidated data on this specific industry is challenging to obtain <sup>1</sup>, That notwithstanding, some data is available for a number of industries that are inextricably linked to the cosmetics and personal care industry. These include the following: agriculture, services, and industry. Each of these industries plays a pivotal role in assisting with the assessment and understanding of the potential economic impact of the cosmetics and personal care products industry. In this regard, agriculture provides essential raw materials for cosmetics, services support various activities such as research, marketing, and retail, while the industry encompasses the manufacturing of cosmetics products. Each of these sectors contributes significantly to the overall performance and growth of the cosmetics and personal care industry in Ghana.

**Figure 2: Growth Rates of GDP in Ghana, by sectors at Constant 2013 Prices (%)**



**Source:** Ghana Statistical Service, World Bank

<sup>1</sup>[https://www.flandersinvestmentandtrade.com/export/sites/trade/files/market\\_studies/The%20cosmetics%20industry%20in%20Ghana.pdf](https://www.flandersinvestmentandtrade.com/export/sites/trade/files/market_studies/The%20cosmetics%20industry%20in%20Ghana.pdf)

The fluctuating growth rates in the agricultural sector have directly impacted the cosmetics and personal care industry. For example, growth ranging from 0.9% in 2014 to a peak of 8.4% in 2021, was as a result of the expansion of the agricultural sector. This resulted in an increase in the availability of raw materials such as plants, herbs, oils, and natural ingredients. The higher growth rates, creates a greater potential to source local agricultural inputs as they are readily available and, promotes sustainability by reducing the reliance on imports.

The service sector's stable and resilient growth, has also had an impact on the cosmetics and personal care industry. With growth rates ranging from 5.4% in 2014 to a high of 9.4% in 2021, the sector provides a conducive environment for the cosmetics and personal care industry to thrive. The services sector entails research and development, marketing, distribution, branding, packaging, and retailing, all of which are vital for the cosmetics and personal care industry value chain. The services sector ultimately benefits the cosmetics and personal care industry by providing the necessary support infrastructure and expertise.

The volatile performance of the industry sector has hampered the cosmetics industry. The industry sector experienced a decline with a negative growth rate of -2.5% in 2020, followed by a slight improvement of -0.8% in 2021. These negative growth rates were primarily influenced by the impact of the COVID-19 pandemic. As the manufacturing and production backbone of the cosmetics industry, the contraction in the industry sector can potentially disrupt the production capacity, supply chain, and availability of cosmetics products.

In summation, understanding and monitoring the growth rates in the agricultural, service, and industry sectors are crucial for assessing the potential opportunities and challenges for the cosmetics and personal care industry in Ghana. The positive growth rates in agriculture and services provide favourable conditions for sourcing raw materials and supporting services, while the negative growth rates in the industry sector can pose challenges to the production and availability of cosmetics products.

## 2. COSMETICS AND PERSONAL CARE PRODUCTS IN GHANA

### 2.1 Background and Context

Over the past decade, the global cosmetics market has generally been characterized by significant, steady and transformative growth. 2020 was an outlier, with the onset of the COVID-19 pandemic disrupting the global cosmetics market and hampering growth<sup>2</sup>. In 2020, the global markets were typified by lower growth of -10.57% as opposed to year-on-year growth in previous years. The projection over the next 5 years is that the global market will continue to recover from the detrimental effects of the COVID -19 pandemic and growth is now projected from \$287.94 billion in 2021 to \$415.29 billion in 2028<sup>3</sup>.

The African cosmetics market is relatively nascent and valued at US\$10 billion. This nascent characteristic creates a myriad of opportunities for both domestic and international investments in the market. Opportunities such as the digitization of the entire value chain, scaling up existing business to capitalize on the demand, incorporating technology to enhance the consumer experience increased customer awareness, (which is fuelling the rise in the demand for natural and organic cosmetics and personal care products), have the potential to significantly transform the domestic Ghanaian market.

Six countries are propelling the growth in the African market namely South Africa, Nigeria, Kenya, Cameroon, Ghana and Ethiopia. A number of factors have contributed to this growth trajectory. They include the following: growing middle class, rise in consumers in emerging markets, consumer awareness of cosmetics, changing lifestyles, rise in male grooming and the desire of cosmetics companies to replace synthetic ingredients with natural variants (WACOMP, 2022).

---

<sup>2</sup> <https://www.fortunebusinessinsights.com/cosmetics-market-102614>

<sup>3</sup> <https://www.fortunebusinessinsights.com/cosmetics-market-102614>

The following product categories constitute the cosmetics market: Skincare, haircare, make-up, perfumes, toiletries and deodorants, and oral cosmetics<sup>4</sup>. For the purpose of this Paper, these categories are reviewed within the Ghanaian context.

The value chain includes seven stages namely (i) sourcing, (ii) production, (iii) packaging, (iv) warehousing, (v) transportation/distribution, (vi) wholesalers and retailers, (vii) consumers<sup>5</sup>. This value chain entails basic and rudimentary stages for example shea nut picking to complex processes and more involved processes such as industrial value addition like tertiary processing such as the production of skin care products, detergents etc<sup>6</sup>.

The Ghanaian legal, regulatory and policy environment is certain and legislative and policy interventions ensure that cosmetics products are made in a manner which is environmentally friendly and meets certain minimum standards. Favourable government policies facilitate the ease of entry into doing business in Ghana. The Government's One District One Factor initiative is a key pillar in Ghana's industrial transformation agenda<sup>7</sup>. The purpose of the initiative is to transform the Ghanaian economy from one which is heavily dependent on imports and exports of raw materials into one that is propelled by the manufacturing of raw materials, value addition and exportation of processed goods. The cosmetics and personal care products market is well positioned to capitalize on this initiative.

Overall, the Ghanaian cosmetics and personal care industry is poised for strategic investments which will propel the sector towards significant growth. This presents new and exciting opportunities that can significantly transform the industry. The industry is ripe for investment and creates many opportunities for investors seeking to play a pivotal role in Ghana's economic transformation.

---

<sup>4</sup> <https://www.statista.com/statistics/243967/breakdown-of-the-cosmetics-market-worldwide-by-product-category/>

<sup>5</sup> <https://wacompghana.org/wp-content/uploads/A-Value-Chain-Analysis-of-the-Cosmetics-and-Personal-Care-Products-Sector-in-Ghana.pdf>

<sup>6</sup> <https://www.gepaghana.org/market-report/market-study-and-value-chainanalysis-of-cosmeticand-personal-care-productsin-the-west-africasub->

<sup>7</sup> For more information, see: <https://1d1f.gov.gh>

## 2.2 Types/classes of Cosmetics and Skincare Products

In Ghana the cosmetics market is comprised of the following types of cosmetics: skincare, haircare, make-up, perfumes, toiletries and deodorants, and oral cosmetics. There is a fusion on the market of locally and imported cosmetics and personal care products, which are available for consumers. The products are listed as follows:

**Table 1: Types of Cosmetics and Personal Care Products**

| Types of Cosmetics and Personal Care Products |   |
|---|---|
| Skincare                                      | anti- acne cream, and anti-aging creams; bathing gel; black soaps; body creams; body scrubs; body washes derived from local products such as shea butter, neem; hand cream; moisturizers; oils derived from coconut, neem, noni, baobab; powders, baobab powder, moringa powder, skin bleaching products, cocoa butter and shea butter. |
| Haircare                                      | conditioners, hair cream, hair gels, hair grease, hair growth oil, hair masks, hair moisturizers, hair polish, hair relaxers, hair sprays, hair texturizers, hair treatments and shampoo hair extensions: attachments, weaves, and wigs.  |
| Makeup  | concealers, eye liner, eyeshadow, face powder, false lashes, foundation, lip balm, lipstick, mascara.   |
| Perfumes                                      | Fragrances: body sprays, deodorants, mists and perfumes.  |
| Toiletries and Deodorants                     | Pre-shave, after- shave or shaving creams and lotions, bathing soaps, bath preparations, depilatories female sanitary products, personal deodorants, toilet paper.  |
| Oral Cosmetics                                | Dentifrices, dental preparations, toothpaste, dental floss.   |

Historically, the Ghanaian cosmetics market was heavily focused on imported cosmetics products<sup>8</sup>. However, there has been an increased shift in consumer behaviour towards using local cosmetics which has resulted in a burgeoning local industry. That notwithstanding, a significant amount of the demand for cosmetics is met from imports. This is because Ghanaians still perceive that foreign cosmetics products are of better quality than their local counterparts. The Ghanaian

<sup>8</sup> <https://tradingeconomics.com/ghana/imports/essential-oils-perfumes-cosmetics-toiletries>



consumer prioritizes quality over price. Ghanaians tend to purchase cosmetics products from cosmetics shops as they deem them to be more credible than purchasing from other sources. Ghana imports cosmetics from all over the world. However, significant quantities are imported from Europe, Côte d'Ivoire, Nigeria, and Togo.

The rapid expansion of the cosmetics and personal care industry can be attributed to a number of factors. These include but are not exclusive to the following: growing urban population, an increase in disposable incomes, rising awareness levels towards maintaining prolonged beauty, changes in lifestyle of consumers as well as the availability of scientifically advanced products, social media, consumer awareness of cosmetics, changing lifestyles, rise in male grooming and the desire of cosmetics companies to replace synthetic ingredients with natural variants, focus on social media usage for the promotion of cosmetics products, upsurge of technology to enhance user experiences, customer awareness which is fuelling the rise in the demand for natural and organic cosmetics products.

Currently, a few local companies are involved in processing, packaging and the export of cosmetics and personal products in Ghana. There are some companies as well which are commercial consumers of cosmetics products including spas. These companies are listed in appendix 1 and 2.

In Ghana, the leading brands of cosmetics and personal products include FC Cosmetics, Mary Kay, MVP, Vital, Mega Growth, ORS, Shea Butter, Sleek, Dedosh, Dark and Lovely, Ghandour, Glams, Zarion, Tamar, Black Street, Black Opal, Victoria Secret, Miss Loretta, Jacquelyn, Allure, Pop, Mak, 2nd Image, Unilever, Nivea, Palmers, Vaseline, and Renewal<sup>9</sup>. Brands like Skin Gourmet, Peini, Tama Cosmetics, and Naya by Africa all make premium green skin and hair care products from local shea butter and cocoa butter. There are also other popular brands which though not 100% natural, have large market demand. For example, the Ever Sheen Cocoa Butter range and the Queen Elizabeth Cocoa butter range, which are made in neighbouring Ivory Coast.

---

<sup>9</sup><https://wacomphana.org/wp-content/uploads/A-Value-Chain-Analysis-of-the-Cosmetics-and-Personal-Care-Products-Sector-in-Ghana.pdf>

### 2.3 Production Areas

Local companies produce a myriad of cosmetics and personal care products. These include shea butter, Baobab Oil, Black Soap, Hair Product, Shea Oil for Body Moisturizing, Black Soap Moisturizing, Shea Butter Soap Moisturizing, Shea Butter Gift Soap, Shea Oil for Hair & Scalp, Virgin Coconut Premium Oil, Organic Coconut Powder, Bodywash Aloe Vera, cocoa liquor, soya beans salt, robusta green coffee, argan oil products, kola nuts, cocoa powder, Cocoa Turmeric Soap and robusta green coffee, Shea Butter Hand Crème, Shea Butter Body Lotion.

Manufacturers and processors tend to be located in urban and peri-urban areas of Ghana. They can be broadly grouped into the following geographical zones:

- Northern Ghana, including Tamale, where the majority of the raw materials (shea butter, shea oil, baobab oil) are produced, and where finished product manufacturers are based.
- The Middle Belt, including Ejisu, where black soap producers are based, and Kumasi, where finished product manufacturers are based.
- The Southern Belt, including Accra, where the majority of finished product manufacturers are based.
- Western Ghana, including Takoradi, where coconut oil and finished product manufacturers are based.

Most of the producers of Cosmetics and Personal Care Products (CPCP) (98%) and Black Soap processors (2%) are located in Accra and Takoradi. This is in direct correlation to the geographical location where the products are found.

### 2.4 Production Output

Ghana is one of the world's largest<sup>10</sup> exporters of unrefined shea butter. It is projected that there are approximately 94 million shea trees in the country, which produce around 60,000 MT of shea nuts a year, which is valued at USD 66 million.<sup>11</sup> It is no surprise therefore that a large proportion of local cosmetics products include shea butter.

---

<sup>10</sup> <https://www.un.org/africarenewal/magazine/august-2013/shea-butter-nourishes-opportunities-african-women>

<sup>11</sup> <https://www.cbi.eu/market-information/natural-ingredients-cosmetics/shea-butter/market-potential>

## **2.5 Import and Export**

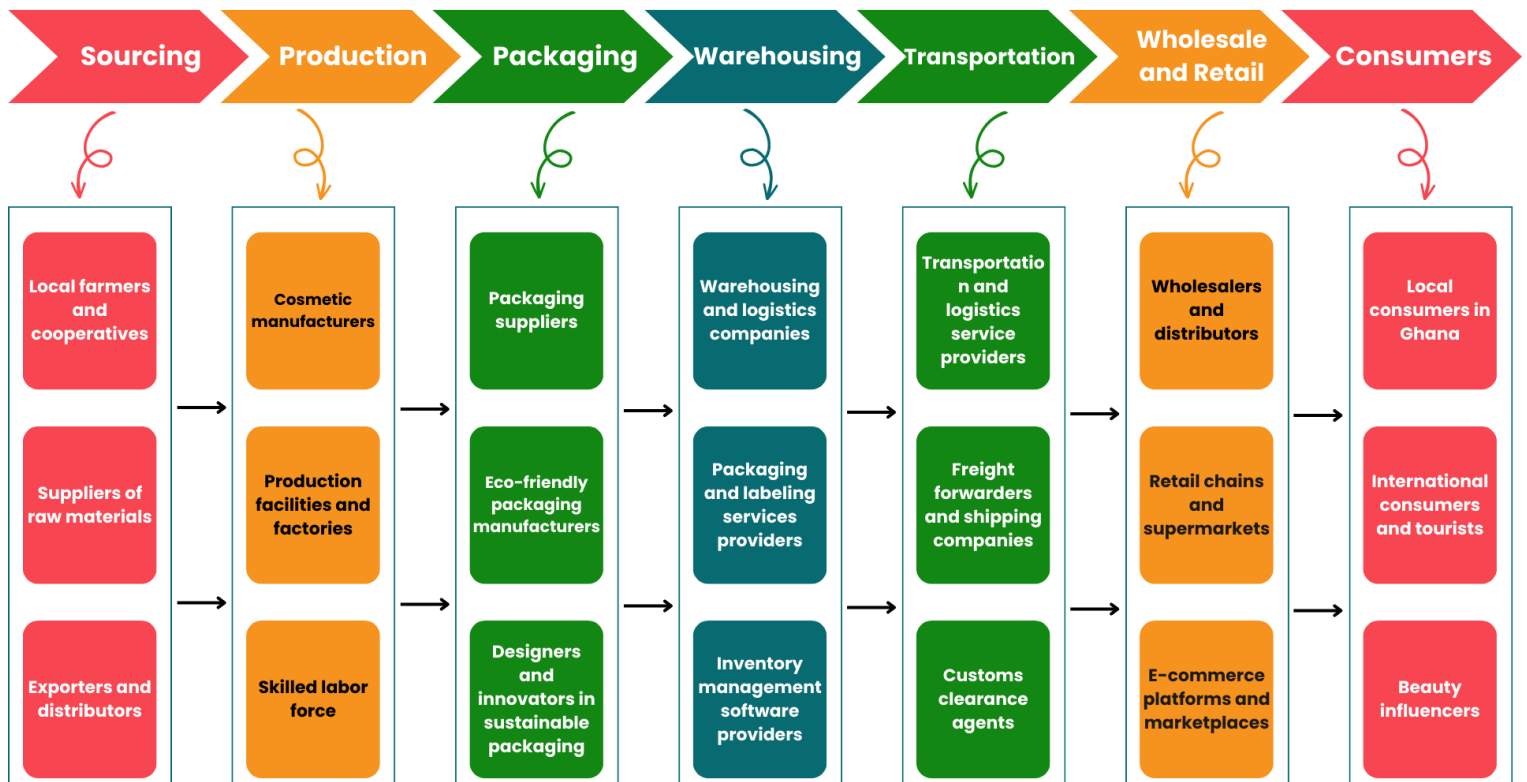
A few companies manufacture black soap on a large scale for local and international markets. More and more formulators and producers require supply of cosmetics ingredients and machinery. In Ghana, finished cosmetics can be imported from American manufacturers. The majority of businesses collaborate with distributors who meet legal requirements and manage sales in the Ghanaian market. Depending on the kind of cosmetics product, enterprises in these situations are required to register with both the Ghana Standards Authority and the Food and Drugs Authority

### 3. THE COSMETICS AND PERSONAL CARE VALUE CHAIN

#### 3.1 Cosmetics and Personal Care Products Value Chain

The value chain includes seven stages namely (i) sourcing, (ii) production, (iii) packaging, (iv) warehousing, (v) transportation/distribution, (vi) wholesalers and retailers, (vii) consumers<sup>12</sup>. Each stage of the value chain has opportunities and specific areas of intervention through which investors can leverage their expertise for investment profit.

Figure 3: Cosmetic and Personal Care Products Value Chain



<sup>12</sup> <https://wacomphana.org/wp-content/uploads/A-Value-Chain-Analysis-of-the-Cosmetics-and-Personal-Care-Products-Sector-in-Ghana.pdf>

### 3.2 Stakeholders

There are different actors along the cosmetics and personal care products value chain in Ghana. The stakeholders include (i) producers which constitute the raw material producers, the processors of intermediary products and finished products; (ii) cooperatives and associations of the producers and processors; (iii) transporters of raw, semi-finished and final products; (iv) storage companies; (v) wholesalers; (vi) distributors; (vii) retailers; and (viii) exporters. There are also a number of association’s whose mandate is to deal with the cosmetics and personal care products industry. Some of these associations are listed below:

**Table 2: Cosmetics and Personal Care Products Associations**

| NO. | ASSOCIATION  |
|-----|--|
| 1   | AGI Ghana Cosmetics Cluster                          |
| 2   | Cosmetics Manufacturers Association of Ghana         |
| 3   | Cosmetics Association of Ghana                       |
| 4   | EMPRETEC   |
| 5   | Federation of Associations of Ghanaian Exporters     |
| 6   | Ghana Association of Cosmetics and Detergents        |
| 7   | Ghana Association of Women Entrepreneurs.            |
| 8   | Ghana Beauty Industry Group                          |
| 9   | Ghana Cosmetics Products Sellers Association         |
| 10  | Ghana Cosmetics Association                          |
| 11  | National Association of Beauticians and Hairdressers |
| 12  | Private Enterprise Federation                        |
| 13  | Society of Cosmetics Scientists                      |

#### 3.2.1 Role and Contribution of Stakeholders

The role and contribution of stakeholders is varied. Several cosmetics business entities are engaged in both wholesale and retail operations. Other firms import finished products while only few

exports to the international market. Raw materials are sourced locally from materials such as shea butter, cocoa butter, coconut oil and black soap. The annual production of raw shea butter ranges from 50 MT to 150 MT, with the annual production of the shea-based cosmetics products ranges between 10 MT to 252 MT. About 8 MT to 12 MT of black soap is produced annually (WACOMP, 2022). Most of the producers operate small to medium scale operations. With relatively few firms producing on a large scale for both the domestic and export markets.

### **3.2.2 Raw Material Supply**

Most of the inputs used as raw materials for cosmetics products in Ghana are imported. Some of the commonly imported raw materials for cosmetics products in Ghana include oils and butters such as jojoba oil and olive oil; fragrances such as various fragrance components, essential oils, and synthetic fragrance compounds; emulsifiers and surfactants such as cetyl alcohol, glyceryl stearate, and sodium lauryl sulfate; preservatives such as parabens, phenoxyethanol, and benzyl alcohol; active ingredients such as retinol, hyaluronic acid, niacinamide, and various plant extracts; colorants and pigments such as iron oxides, titanium dioxide, and various dyes; humectants such as glycerin, propylene glycol, and sorbitol; thickeners and stabilizers such as carbomers, xanthan gum, and guar gum; UV filters such as avobenzone, octinoxate, and zinc oxide; and packaging materials such as bottles, jars, tubes, and labels. However, some domestically produced raw materials include shea butter, coconut oil, cocoa butter and cocoa pod husk.

### **3.2.3 Manufacturing**

Manufacturing is dominated by small and medium-sized firms (SMEs), who create a variety of items such as soaps, lotions, hair treatments, and cosmetics. Most producers are focused on creating basic personal care items, and there is minimal capability for making more specialized products.

### **3.2.4 Distribution**

The distribution of cosmetics and personal care goods in Ghana is predominantly informal, with a network of small-scale distributors, wholesalers, and retailers. Most of these distributors are based in Ghana's major metropolitan centres, with minimal access in rural areas.

### 3.2.5 Retailers

The retail industry is very competitive, with both formal and informal businesses operating. Formal retailers such as supermarkets and department stores constitute a minor portion of the market, with informal retailers such as beauty salons, small shops, and open-air marketplaces accounting for most sales.

### 3.2.6 Location of Stakeholders

The different stakeholders are in different regions in the country. Different products are found in different regions. Locally produced cosmetics products such as coconut oil, shea butter, shea oil, baobab oil, seed and essential oils of neem and moringas and black soap can be found in different parts of the country. WACOMP (2022), identified the western part of Ghana especially Takoradi as a major production centre of coconut oil. Shea butter, shea oil and baobab oil are mainly produced in the northern sector of Ghana. The black soap producers are mainly located in Ejisu. Manufactures of Finished products can be found in all the northern, middle, southern and western belts of Ghana. However, the southern belt, Accra hosts most finished product manufacturers. The remaining stakeholders which include Partners, cooperatives and associations of the producers and processors, transport storage companies, wholesalers, distributors, retailers and exporters can be found throughout the country.

## 3.3 SWOT Analysis of the Value Chain

Table 3: SWOT Analysis of the Value Chain

| Strengths   | Weaknesses   | Opportunities   | Threats   |
|---|--|---|---|
| <ul style="list-style-type: none"> <li>Some raw materials are available locally and are relatively cheap from the source</li> <li>Inputs available in their natural unadulterated form</li> </ul> | <ul style="list-style-type: none"> <li>Absence of some raw materials /inputs which need to be imported</li> <li>Some inputs not meeting international standards</li> <li>Distribution consolidated in urban areas</li> </ul> | <ul style="list-style-type: none"> <li>Consolidation of suppliers for import</li> <li>Ethical sourcing through block chain technology</li> <li>Clean and natural ingredients/'greening'</li> <li>Edible cosmetics products</li> <li>Creation of distribution centres</li> </ul> | <ul style="list-style-type: none"> <li>Competition from neighbouring regional countries and international exporters</li> <li>Inability to consolidate suppliers and manufacturers to reduce import costs</li> <li>Lack of technological know-how to utilize and maximize benefits from demand for natural products</li> </ul> |

|   |   |   |   |
|---|---|---|---|
| <ul style="list-style-type: none"> <li>• <b>Burgeoning industry</b></li> <li>• <b>Significant export potential</b></li> <li>• <b>Ghana has a competitive advantage in the exportation of shea butter</b></li> <li>• <b>Legal and regulatory framework is certain</b></li> <li>• <b>Government support for the industry</b></li> <li>• <b>Enabling environment for businesses to thrive</b></li> </ul> | <ul style="list-style-type: none"> <li>• Lack of adequate finance</li> <li>• Generic packaging</li> <li>• Inadequate technological know-how</li> <li>• Absence of international certification</li> <li>• Use of expensive energy sources in production</li> </ul> | <p>in peri-urban areas and rural areas</p> <ul style="list-style-type: none"> <li>• Incorporating sustainability</li> <li>• Producing for international certification</li> <li>• Alternative sources of energy in production</li> <li>• Heavy and modern machinery in production</li> <li>• Packaging</li> <li>• Bulk purchasing</li> <li>• Innovation to ensure authenticity</li> <li>• Warehousing and transportation</li> <li>• International partnerships</li> <li>• web- based selling and marketing/e-commerce, utilizing social selling/social Influencers.</li> <li>• Personalization and customization</li> <li>• Utilizing technology to enhance consumer experiences, online search and buying patterns, engage consumers and boost sales.</li> <li>• Development of innovative finance mechanisms</li> <li>• web- based selling and marketing/e-commerce, utilizing social selling/social Influencers.</li> </ul> | <ul style="list-style-type: none"> <li>• Inability to harness technology effectively</li> </ul> |
|---|---|---|---|



|  |  |  |  |
|--|--|--|--|
|  |  | <ul style="list-style-type: none"><li>• Utilizing technology to enhance consumer experience</li><li>• Digitization of value chain</li><li>• Research and development</li><li>• Artificial intelligence</li><li>• Training of cosmetics and personal care products workforce</li><li>• AfCFTA</li></ul> |  |
|--|--|--|--|

## 4. INSTITUTIONAL, REGULATORY AND POLICY ENVIRONMENT

### 4.1 Policy and Regulatory Environment

The institutional, regulatory and policy environment for cosmetics and personal care products in Ghana is certain. The governance structure entails three key players namely the Ministry of Health, the Food and Drugs Administration (FDA) and the Ghana Standards Authority (GSA). The FDA and GSA are the institutions tasked with the responsibility of ensuring compliance with quality, standardization and conformity assessments. Producers of cosmetics must be registered with the FDA in order to obtain a market sale license and attain approval from the GSA to sell their products. Manufacturers tend to collaborate with distributors who meet the legal requirements and manage sales in the Ghanaian market.

Other entities include testing and certification bodies for example, Intertek<sup>13</sup>, SGS<sup>14</sup>, ECOCERT<sup>15</sup>. Other supporting institutions include the metropolitan municipal and district Assemblies, the Association of Ghana industries, the Ghana Export Promotion Authority, National Board for Small Scale Industries (NBSSI), Sheanut network, other association and cooperatives (WACOMP, 2019).

#### 4.1.1 Ministry of Health

The Ministry of Health<sup>16</sup> is the overall sector Ministry responsible for the institutional, regulatory and policy structures of the cosmetics and personal care products industry. In this regard, the Ministry has the mandate to *inter alia*:

- Provide overall policy direction for all stakeholders (players) in health delivery.
- Provide a strong and effective advocacy role in intersectoral action in health delivery.
- Mobilize and allocate resources to all providers in the health delivery services.

---

<sup>13</sup> <https://www.intertek.com/assuris/cosmetics/>

<sup>14</sup> <https://www.sgs.com/en-gh/our-services/health-and-nutrition/cosmetics-and-hygiene>

<sup>15</sup> <https://www.ecocert.com/en/business-sectors/cosmetics>

<sup>16</sup> <https://www.moh.gov.gh/the-ministry/>

- Provide relevant and adequate information for co-ordination and management of health services.
- Provide the regulatory framework for all providers of health services.
- Monitor and evaluate the health services in Ghana<sup>17</sup>.

As part of its mandate, the Ministry of Health has oversight responsibility over a number of agencies including the Food and Drugs Authority.<sup>18</sup>

#### **4.1.2 Food and Drugs Authority**

The Public Health Act, 2012 (Act No. 851 of 2012)<sup>19</sup> establishes the Food and Drugs Authority. Section 81 of the Public Health Act stipulates the object of the Food and Drugs Authority as follows: “to provide and enforce standards for the sale of food, herbal medicinal products, cosmetics, drugs, medical devices and household chemical substances”. To achieve this objective, Section 82 of the Public Health Act prescribes the functions of the Food and Drugs Authority. Section 82 states the following: “To achieve its object, the Authority shall

- (a) ensure adequate and effective standards for food, drugs, cosmetics, household chemicals and medical devices;
- (b) monitor through the District Assemblies and any other agency of State compliance with the provisions of this Part;
- (c) advise the Minister on measures for the protection of the health of consumers;
- (d) advise the Minister on the preparation of effective Regulations for the implementation of this Part;
- (e) approve the initiation and conduct of clinical trials in the country; and
- (f) perform any other functions that are ancillary to attaining the objects of the Authority”.

The Authority, in accordance with Section 91(1) of the Public Health Act, has a division dedicated to Drugs, Cosmetics, Medical Devices and Household Chemical Substances.

Section 118 (1) of the Public Health Act states that “A person shall not manufacture, prepare, import, export, distribute, sell, supply or exhibit for sale a drug, herbal medicinal product, cosmetics, medical device or household chemical substance unless the article has been registered by the Authority”. A breach of the Public Health Act constitutes an offence under the Act.

---

<sup>17</sup> *Ibid.* See Role of the Ministry of Health Headquarters.

<sup>18</sup> <https://www.moh.gov.gh/agencies/>

<sup>19</sup> <https://faolex.fao.org/docs/pdf/gha136559.pdf>

In order to comply with the provisions of the Act, an applicant must make an application to the Food and Drugs Authority for registration. The FDA then conducts the necessary investigation into the application and if it is satisfied that it is suitable for the purpose for which it is intended and that it complies with the prescribed requirements, the application is approved in its entirety or may be approved with conditions. The FDA has the authority to both approve and disapprove an application.

Once approved, the Chief Executive Officer of the FDA shall do the following:

- (a) enter in the register the prescribed particulars of the drug, herbal medicinal product, cosmetics, medical device or household chemical substance and the relevant conditions or particulars,
- (b) allocate a registration number to the medicine, herbal medicinal product, cosmetics, medical device or household chemical substance for a period of not more than five years, and
- (c) issue to the applicant a certificate of registration in the prescribed form showing the registration number of the drug, herbal medicinal product, cosmetics, medical device or house chemical substance and the conditions subject to which it is registered.

In terms of facilities for manufacturing cosmetics, the FDA has published Guidelines for Licensing of Premises for Manufacturing Cosmetics and Household Chemical Substances<sup>20</sup>. These guidelines lay out the application procedure for registering and licensing a new facility for manufacturing cosmetics and for the upkeep of existing facilities, which have already been licensed as well. The guidelines are informed by the following local and international practices:

- ISO 22716:2007 (Cosmetics – Good Manufacturing Practices (GMP) – Guidelines on Good Manufacturing Practices)
- Ghana Standards GS 227-1:2006 (Cosmetics – Code of Practice for Cosmetics Industries – Part I: Good Manufacturing Practice) Public Health Act, 2012 (Act 851)
- US Food and Drug Administration (USFDA) Guidance for Industry - Cosmetics Good Manufacturing Practices
- Asean Guidelines for Cosmetics Good Manufacturing Practice

---

20

<https://fdaghana.gov.gh/img/organisation/GUIDELINE%20FOR%20LICENSING%20OF%20PREMISES%20FOR%20MANUFACTURING%20COSMETICS%20AND%20HOUSEHOLD%20CHEMICAL%20SUBSTANCES.pdf>

### 4.1.3 Ghana Standards Authority

The Ghana Standards Authority Act, 2022 (Act 1078)<sup>21</sup> establishes the Ghana Standards Authority.

The objects of the Authority “are to:

- (a) establish, promulgate and maintain standards to ensure high quality of goods and services that are produced or procured in the country for local consumption or for export, or imported for local consumption;
- (b) promote standardisation and metrology in industry, commerce, health and other services;
- (c) promote conformity assessment in industry, commerce and other services;
- (d) promote industrial efficiency and development;
- (e) promote standards in public and industrial welfare, health, safety and environment; and become a member of or affiliate to an international body concerned with standardisation, conformity assessment and metrology or related matters”.

To achieve its objective, Section 3(1) of the Ghana Standards Authority Act states that the Authority may, in relation to

(a) standardisation

- (i) prepare, frame, amend or modify, maintain and promulgate National Standards;
- (ii) establish laboratories and other facilities to promote research in relation to standardisation;
- (iii) undertake and encourage educational work in connection with standardisation;

---

<sup>21</sup><https://www.bcp.gov.gh/acc/consultation/docs/GHANA%20STANDARDS%20AUTHORITY%20ACT,%202022.pdf>

(iv) collect and disseminate information concerning standardisation including the publication of reports, pamphlets, booklets, journals, and any other publication;

(v) develop and maintain a collection of library materials and a museum collection relating to standardisation and allied matters;

For cosmetics and personal care products, the Ghana Standards Authority undertakes tests and analysis on products and samples to ensure that they meet certain minimal standards of quality. In this regard, the Cosmetics Laboratory undertakes chemical analysis on cosmetics and related products.<sup>22</sup>

In order to effectively operate in the cosmetics and personal care industry, an investor must obtain the necessary approvals from the GSA and the FDA. An investor may choose to establish its own enterprise or partner with a local company which will ensure compliance with local requirements.

#### **4.2 African Continental Free Trade Area (AfCFTA)**

The AfCFTA is the world's largest free trade area by number of signatories and covers eight (8) Regional Economic Communities (RECs) in Africa. By creating a single continental market, the AfCFTA has created tremendous opportunities for the 1.3 billion people of the African continent. With a combined GDP of approximately US\$ 3.4 trillion, the opportunities are unprecedented. The AfCFTA seeks to *inter alia*, eliminate trade barriers and boost intra-Africa trade. In so doing, it advances trade in value-added production across all service sectors of the African Economy<sup>23</sup>.

The AfCFTA essentially removes bottlenecks and barriers to trade across African borders. For investors this is a dream opportunity as partnering with a local Ghanaian entity could be the key to unlocking access to trade in multiple jurisdictions.

Ghana was the first country to ratify<sup>24</sup> the African Continental Free Trade Agreement signalling its significant commitment to the AfCFTA regime. In addition, the Government of Ghana hosts the AfCFTA Secretariat in Accra.

---

<sup>22</sup> <https://www.gsa.gov.gh/drugs-cosmetics-and-forensic/>

<sup>23</sup> <https://au-afcfta.org/about/>

<sup>24</sup> <https://www.tralac.org/resources/infographic/13795-status-of-afcfta-ratification.html>

Estimated to be over US\$84 billion, studies have shown that there is tremendous export potential<sup>25</sup> for intra-African trade. One of the ten segments of identified products with the greatest export potential is cosmetics.<sup>26</sup> In order for a Ghanaian business to benefit from the trade in cosmetics and personal care products under the AfCFTA, it must register and acquire a permit. Ghana's National AfCFTA Coordination Office (NCO)<sup>27</sup> can provide some support and advice on the process to be followed. The NCO is responsible for the implementation and programme administration of Ghana's interventions with the AfCFTA. The NCO plays a major coordination role amongst key institutions, entrepreneurs and private sector associations. The Government has put the mechanisms in place to boost trade and empower the private sector to capitalize on opportunities created by AfCFTA. Some companies have already started taking advantage of the opportunities.

---

<sup>25</sup> <https://afcftaghana.org/30-ghanaian-firms-to-export-under-afcfta/>

<sup>26</sup> “The 10 identified products with the greatest export potential are mineral products, machinery, food products, motor vehicles and parts, beauty and cosmetics products, fish and shell-fish, plastics and rubber, chemicals, fertilisers, and ferrous metals, which collectively account for 57 percent of the total intra-African export potential.” See. Para 36: <https://au-afcfta.org/wp-content/uploads/2022/01/Draft-speech-SG-Special-Guest-Conversation-with-Africa-2021-FORUM.docx-1.pdf>

<sup>27</sup> <https://afcftaghana.org>

## 5. INVESTMENT OPPORTUNITIES

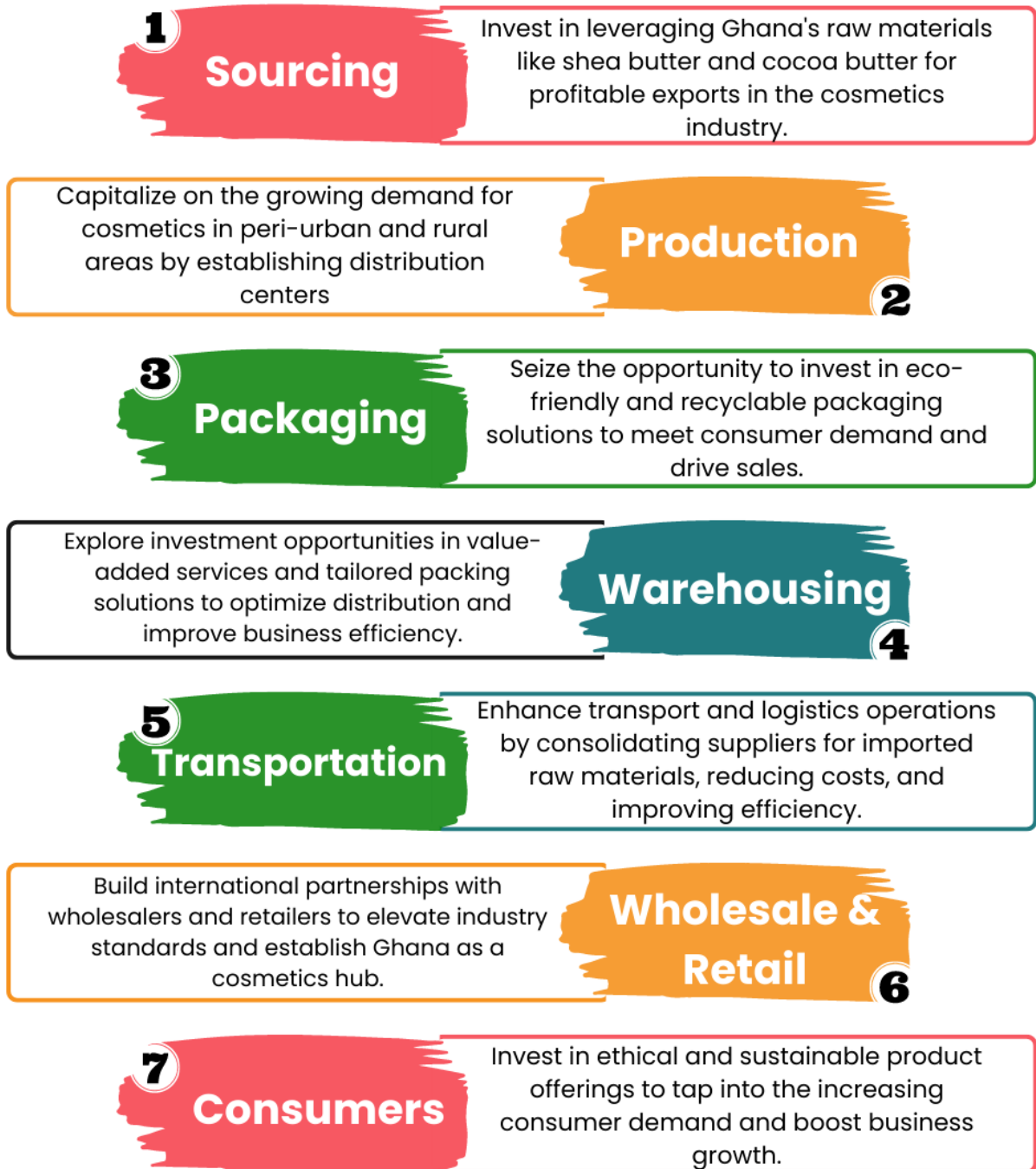


Figure 4: Summary of Investment Opportunities



## 5.1 Investment Opportunities for Cosmetics and Personal Care

The cosmetics and personal care industry in Ghana is typified by a number of challenges along the value chain. These challenges, however, create a multitude of opportunities for investors. These challenges include inter alia insufficient infrastructure, high production costs, inadequate access to financing, unavailability of raw materials, unfavourable exchange rates, and inadequate skills (WACOMP, 2019). The key opportunities created by these challenges along the value chain are discussed below:

### 5.1.1 Sourcing

#### i. *Significant export potential in Ghana*

The African Union has identified cosmetics as one of the segments of products with the greatest export potential in Africa<sup>28</sup>. Although Ghana's cosmetics and personal care products industry is relatively nascent, its contribution to the world cosmetics industry is significant. This is because world market leaders of cosmetics products like L'Oreal, The Body Shop, and Estee Lauder source raw materials like shea butter and cocoa butter from Ghana through Fairtrade mechanisms. As the world's largest exporter of unrefined shea butter and the country with one of the most developed shea processing systems, Ghana has a competitive advantage that it can catalyse to scale up exportation. Shea butter has a wide range of applications in the cosmetics industry, from face care to haircare to men's care and baby care products.

The most attractive markets for the exportation of shea butter are the European market. These include countries such as France, the Netherlands, Sweden, Germany, the United Kingdom and Italy. These countries are the leading importers of vegetable oils in Europe. Countries such as Germany, France and Italy have large markets for conventional as well as natural cosmetics products. Increasingly, there is a growing demand for shea butter from other African countries and this is potentially a market that needs to be developed. Ghana is strategically placed to scale up its investments towards increasing exportation to the African market.

---

<sup>28</sup> See Para 36 <https://au-afcfra.org/wp-content/uploads/2022/01/Draft-speech-SG-Special-Guest-Conversation-with-Africa-2021-FORUM.docx-1.pdf>

ii. ***Some Raw materials are available locally and are relatively cheap from the source***

Ghana is home to a number of indigenous plants from which cosmetics products are derived. As a result, these products are relatively cheap to source locally. Products such as shea butter, neem oil, baobab oil, moringa oil<sup>29</sup>, avocado oil, castor oil, mango butter are all available locally from plants indigenous to Ghana. Ghanaian manufacturers successfully process these products for export to many countries around the world and there are clear opportunities for large-scale production of these cosmetics ingredients.

iii. ***Absence of some raw materials locally creates the opportunity for the importation of bulk quantities of such raw materials into Ghana***

The raw materials used for making cosmetics are a combination of local and international inputs. In many instances, manufacturers need to import higher grade raw materials from foreign sources. The unavailability of raw materials used in production inhibits growth for the cosmetics and personal care products sector. While locally produced raw materials are relatively cheap, the cost of importing external raw materials can be prohibitive. Costs include the cost of importation, often in foreign currency, and the payment of taxes and duties. Currency fluctuations compound the problem and make it difficult for manufacturers to accurately forecast the price of products. This often results in increases in the cost of products in order for manufacturers to recover their costs and thereby making their pricing uncompetitive. Investments in the cost of purchasing raw materials in bulk and higher volumes for local distribution will considerably contribute towards decreasing the cost of products.

iv. ***Ethical sourcing for example through the use of block chain technology***

Cosmetics and personal care product consumers are increasingly becoming more and more aware about the source of products that they are consuming. Consumers now want to know where the products were sourced from, how the products were produced, what ingredients and raw materials were used in production.<sup>30</sup> There is also increased pressure to source raw

---

<sup>29</sup> <https://ghanacosmeticscluster.com/about-us/>

<sup>30</sup> <https://medium.com/use-case-library/blockchain-and-cosmetics-a19d880aefc>

materials sustainably<sup>31</sup>. The use of block chain technology will be pivotal to providing this data to consumers. Significant opportunities exist to utilize block chain technology for ethical sourcing in Ghana so that consumers can have details on how products were sourced and can verify that they were obtained from legitimate sources.

v. ***Demand for the use of clean and natural ingredients/'greening' in cosmetics and personal care products***

The beauty and cosmetics industry produces products with a mixture of several chemical elements. Therefore, interest in organic, sustainable, and environmentally friendly personal care products will continue developing because the public is becoming increasingly concerned about beauty products' safety. Consumers have become aware of the level of skin care they need, and the adverse effects harsh chemicals used in beauty products can have on them. This awareness, combined with the increased environmental consciousness, implies that cosmetics brands and manufacturers will have to adopt more sustainable production processes and components to thrive in the industry. Several businesses, especially local ones exemplify this. For instance, the Forever Clair Beauty Clinic and products; an all-natural cosmetics brand which was founded by Grace Amey-Obeng has become a popular healthier alternative for consumers looking to have flawless skin (KPMG, 2014). The growing demand for natural ingredients/'greening' in cosmetics is stimulating increased demand. In Europe for example the increased demand for shea butter is a direct result of this quest for natural products. Increasing innovation in the European cosmetics industry is also stimulating the demand. More recently there has been a demand for products which are so natural that they can be consumed or are deemed to be edible cosmetics products. In Ghana, Skin Gourmet prides itself on making products so pure that they can be eaten.<sup>32</sup> Ghana can take advantage of these developments. Shea butter, including its factions and derivatives, can be used in a wide range of products due to its versatility as an ingredient and its functional properties. The growing demand for natural and organic cosmetics is leading companies to invest in more efficient yet quality-natural ingredients. Cosmetics ingredient suppliers are looking at new market opportunities for

---

<sup>31</sup> [https://uwspace.uwaterloo.ca/bitstream/handle/10012/16004/Mathew\\_Betsy.pdf?sequence=1&isAllowed=y](https://uwspace.uwaterloo.ca/bitstream/handle/10012/16004/Mathew_Betsy.pdf?sequence=1&isAllowed=y)

<sup>32</sup> <https://skingourmet.com/gh/about>

shea butter and its derivatives. For example, the Danish-Swedish company AAK produces a wide range of cosmetics ingredients based on shea. Its portfolio includes bioactive ingredients, as well as functional ingredients such as emollients, surfactants and emulsifiers (WACOMP, 2022). More investments in shea butter ingredients are needed to be made in the coming years.

### 5.1.2 Production

i. ***Opportunities for the creation of distribution centres in peri-urban areas and rural areas.***

Most distributors operate in the major urban centres in Ghana. The COVID-19 outbreak resulted in the closure of about 30% of the beauty and cosmetics industry because premium cosmetics outlets closed. (WACOMP, 2022). Several challenges arise with the inability to properly position products for distribution to various areas. One solution is to create distribution centres in non-traditional areas like rural areas in order to meet the demand in such areas. There is considerable potential for investment in this.

ii. ***Incorporating sustainability (natural, clean and sustainable) into raw material sourcing, production, distribution and marketing.***

The promotion of natural, clean and sustainable processes in production, distribution and marketing is not generally featured in Ghanaian cosmetics and personal care products. Green certification or eco-labelling is not a common feature in Ghanaian cosmetics products<sup>33</sup>. Recognizing the global shift towards the incorporation of sustainability in the value chain, it is imperative that Ghanaian manufacturers incorporate sustainability practices into production. In so doing, it will be important to make products in a manner in which they can attain international certification. For example, Fair Trade or Cruelty-Free certification. With regards to shea butter, because of the competitive advantage Ghana already has, there is the possibility to create a new

---

<sup>33</sup> The Effect of Green Branding on Consumer Purchasing Behavior: A Study of the Ghanaian Cosmetics Market. Available at <https://air.ashesi.edu.gh/server/api/core/bitstreams/39cf9c69-b5ef-40f1-839f-4e7733c60eca/content>

and specific standard or certification scheme for shea butter which could be adopted by other countries in the world. This will be cutting edge and ground breaking for Ghana.

iii. ***High Energy costs and fluctuations in power during production creates opportunities for the use of alternative sources of energy in production.***

The use of solar technology like solar panels and creating mini-grids for connection by multiple manufacturers will not only reduce the cost of power but also ensure continuous and sustainable electricity for production. There are various opportunities for investment in this regard.

iv. ***Opportunities for heavy and modern machinery.***

Manufacturing cosmetics products requires specialized equipment. Most of the equipment is imported into Ghana and requires specialized maintenance. Local technicians are often not in a position to service or fix this equipment when it breaks down and this results in long downtimes if a technician is required from outside the country. This hampers productivity. For example, with the cosmetics powder pressing machine which is used for makeup, the machines being used locally are often the manual types which require the manufacturer to pull and fill the moulds manually while there are more advanced and mechanized/automated options available internationally. Machines such as shea butter kneaders, roasters and grinders are also needed. The inability to purchase the modern automated versions is due to the prohibitive costs of the equipment. Modern machinery which is automated will significantly improve production.

### 5.1.3 Packaging

i. ***Packaging has a tremendous impact on the sale of cosmetics products.***<sup>34</sup>

In the cosmetics and personal care products industry, aesthetics matter. The Ghanaian consumer prefers products with attractive packaging. The look and feel of the packaging can determine whether the consumer purchases the product. However, most local businesses are unable to afford quality packaging. There is a lack of emphasis on high quality packaging.<sup>35</sup> Local packaging tends to be generic, limited and similar. It is not unusual to find local brands with virtually identical packaging with the only distinguishing factor being their brand names imprinted on the packaging. At times, the packaging is not suitable for the purpose for which it is being used. For example, some packaging cannot withstand UV rays and should not be used in the Ghanaian climate. However, it is still used for products resulting in leaching of the packaging onto the products. Due to the limitations on the types of packaging available on the market locally, such packaging is used to the detriment of the consumer's health. This situation is compounded by the fact that imported packaging is expensive and businesses are often not in a position to purchase packaging in bulk in order to reduce the costs of the packaging. Several key opportunities exist in packaging. These include the development of new packaging solutions, eco-friendly packaging and packaging that is environmentally and scientifically acceptable for the purpose it is to be used. There are significant opportunities for providing diverse and more appropriate types of packaging in Ghana as well as opportunities for purchasing in bulk to reduce costs of imported packaging.

ii. ***Demand for eco-Friendly Packaging***

Green packaging and the use of recyclable packaging is on the rise in Ghana but has not been adopted by a large number of manufacturers. There are a few companies that engage in using recycled packaging. For example, Nokware and Skin Gourmet<sup>36</sup> offer a refill programme where they offer cash back or a discount to customers who return

---

<sup>34</sup> <https://www.packagingdigest.com/cosmetics/5-advances-and-packaging-trends-beauty-universe>

<sup>35</sup> <https://agoa.info/images/documents/5174/Packaging%20in%20West%20Africa%20-%20Resource%20Guide.pdf>

<sup>36</sup> <https://skingourmet.com/gh/about>

their cosmetics jars and containers<sup>37</sup>. Innovative packaging such as guilt-free - packaging and the use of organic products such as tree barks, wood create potential solutions to packaging challenges.<sup>38</sup>

**iii. Counterfeit products using similar packaging of competitors.**

There are some opportunities for creating bar codes on products to ensure authenticity or utilizing other innovative methods to determine authenticity. One of the recent challenges on the Ghanaian market is counterfeit products being passed off as genuine products of well-known manufacturers. Essentially, fraudulent enterprises capitalize on an established name and brand of a well-known manufacturer and then copy their labels and put those labels on their own, usually less inferior, products and sell them<sup>39</sup>. One solution to this challenge is the use of bar codes and QR codes on packaging which can then be scanned to authenticate genuine products. The scanned bar code and/or QR code could also be extended to indicate environmental and social impact of a respective product.<sup>40</sup>

**5.1.4 Warehousing**

- i. Warehousing can provide a variety of value-added services and distribution solutions like effective management of door to shelf deliveries, inventory optimization, quality control, tailored packing solutions. Creating hubs for warehousing in non-traditional locations could change the distribution dynamics positively.

**5.1.5 Transportation**

- i. The consolidation of suppliers of imported raw materials, will reduce costs for individual manufacturers and facilitate the management of international transport and logistics operations.

---

<sup>37</sup> <https://nokwareskincare.com/2017/11/13/its-about-organic-ingredients/>

<sup>38</sup> <https://www.bizongo.com/blog/innovative-cosmetics-packaging>

<sup>39</sup> Issues derived from discussion with local cosmetics manufacturer.

<sup>40</sup> See L'oreal's new labelling system which also includes environmental and social impact: <https://www.globalcosmeticsnews.com/loreal-canada-launches-product-impact-labelling-system/>

### **5.1.6 Wholesale and Retail**

- i. There is a need for international partnerships to boost the cosmetics and personal care product industry in Ghana. The presence of international wholesalers and retailers will improve the current standards for the production of cosmetics and personal care products and will also highlight Ghana's potential as a strategic cosmetics and personal care products global hub.

### **5.1.7 Consumers**

- i. There is increased consumer demand for ethical products, sustainably produced cosmetics, and personal care products locally and on the global market. A direct focus on ensuring that this demand is met will enhance local Ghanaian business output.
- ii. Utilizing blockchain technology to provide supply chain transparency to consumers in the international cosmetics market, is becoming increasingly important. As a result, blockchain technology is being piloted in a number of areas of the value chain. Blockchain technology creates a digital record which facilitates the verification of the source and quality of the ingredients while providing transparency to the consumer. In particular, blockchain technology is proving useful in providing supply chain transparency to customers so that they can clearly know the source and quality of the ingredients being used in cosmetics and personal care products. In Ghana, often the ingredients being used in the cosmetics industry are of grade C and D quality. In circumstances where manufacturers are able to utilize a higher- grade product to meet international standards, it will significantly improve the confidence of the consumer in the products and result in increased profit and the potential for the product to be marketed and sold internationally.
- iii. Tremendous opportunities for web- based selling and marketing/e-commerce, utilizing social selling/social influencers. The use of e-commerce and digital tools increased exponentially during and after the COVID-19 pandemic. The onset of the pandemic meant that businesses could no longer transact business in the manner that they were used to. In order to pivot to respond to consumer needs, it is estimated that in Ghana, as much as 79% of retail business was conducted online. Relatively conservative



estimates project that the e-commerce market will expand from \$481m in 2021 to \$674m in 2025, with more than 11m users.<sup>41</sup> This means that manufacturers and retailers of cosmetics and personal care products need to re-strategise in order to capitalize on e-commerce opportunities. This may include targeted marketing and utilizing social media influencers to garner support for their products.

- iv. There is a niche for personalization and customization of products. Customization of cosmetics products is becoming a game changer in the global industry. Consumer awareness and a strong desire for social purpose and inclusivity are driving the market. Customized solutions are responding to customer's unique needs and traits such as diagnosing skin conditions, identifying skin types and skin tone<sup>42</sup>.
- v. Technology can be utilized to enhance consumer experiences, online search and buying patterns, engage consumers and boost sales. The shift towards using more technological tools also plays a key role in enhancing consumer experiences. Technology can be leveraged to attain consumer-buying patterns and ensure that the right products are targeted towards specific customers. In addition, technology can be used to engage customers, receive customer feedback and boost sales.

#### **5.1.8 Financing**

- i. Ghanaian businesses face a number of challenges with accessing finance for their businesses. Finance is necessary to enhance every aspect of the value chain and the absence of finance impedes business operations. The lack of finance means that manufacturers are unable to purchase more efficient and modern machines for their operations. For example, some businesses require blow mould machines. The higher the price, the higher the production capacity of these machines. Due to inadequate finance, manufacturers end up purchasing lower capacity machines, which have a direct correlation to reduced productivity. The lack of finance also impacts the manufacturers'

---

<sup>41</sup><https://oxfordbusinessgroup.com/reports/ghana/2022-report/economy/the-new-normal-the-covid-19-pandemic-spurs-a-long-term-shift-to-e-commerce-and-digital-payments-in-the-local-market>

<sup>42</sup><https://www.euromonitor.com/article/personalised-beauty-how-brands-can-offer-relevance-add-value-and-retain-customers>

ability to purchase raw materials in bulk. The unfavourable exchange rate compounds the problem. The inadequate access to credit in the financial market poses a major challenge to businesses in Ghana. This is because many businesses are unable to meet the high threshold requirements of the lending institutions. In circumstances where banks give credit to businesses, it is often done at very high interest rates which eventually may cripple the business' operations. The high interest rates also deter businesses from acquiring loans to expand their businesses.

- ii. There is a need to develop innovative finance mechanisms to expand existing factories through the purchase of machinery. There is a clear need for finance to be able to purchase imported raw materials in bulk. There must be a concerted effort to increasing access to finance.

#### 5.1.9 Entire Value Chain

- i. **Digitizing the entire value chain process.** The COVID-19 pandemic accelerated digitization<sup>43</sup>. In order to remain competitive and promote efficiency in business process in this digitized environment, it is key that manufactures digitize the value chain. Digitization enhances productivity and also results in positive changes in consumer behaviour. Ecommerce, blogs, “vlogs”, the use of social media channels all stimulate sales. New and innovative digital tools are also enhancing consumer experiences. For example, applications on smartphone and tablet devices allow consumers to take pictures of their face and virtually test skin type, hydration, makeup and various hairstyle options. Customers can also customize their packaging by choosing their colour or other preferences.
- ii. **Need for research and development into various aspects of the value chain.** There is a general absence of market intelligence. There are opportunities for using non - traditional local raw materials like sobolo, moringa but research needs to be done into using these products for cosmetics and personal care products. The result will be to create modern cutting-edge products that are innovative and respond to clients' needs.

---

<sup>43</sup> <https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever>

- iii. **Incorporating Artificial Intelligence into cosmetics manufacturing and retail in order to enhance the consumer experience.** Artificial intelligence (AI) can play a multifaceted role in the entire value chain. For example AI tools can be used to simplify supply chain management processes, create dynamic content personalization, provide demand and supply forecasting, provide AI powered searches of cosmetics, develop augmented reality apps for virtual makeup try-on, provide personalized recommendations using tools such as voice assistance for product recommendations , create performance marketing measurement platforms, real-time customer service platforms and create AI-based beauty applications and devices<sup>44</sup>. The use of AI in the Ghanaian context can drastically transform all processes in the entire value chain.
- iv. **Need for significant training of cosmetics and personal care products workforce.** The production of cosmetics involves the use of both local and international content. This creates an imperative to be able to aptly combine these two inputs. However, these skills are in short supply in many small-scale businesses in the cosmetics and personal care industry in Ghana, hindering the development in this industry. The entire workforce in the value chain needs to be trained, especially formulators and engineers who need market specific training. There has been various training programme in the past, however there is still a skills transfer deficit in the market. Training will help the workforce to understand and use more efficient products which have been tested in other markets and also to understand the entire cosmetics value chain. There is currently no training school for cosmetics or personal care products which provides an academic qualification or degree in cosmetics or personal care products in Ghana<sup>45</sup>. There needs to be dedicated training programmes for the entire cosmetics workforce in order to enhance productivity and profitability.

---

<sup>44</sup><https://www.prnewswire.com/news-releases/global-artificial-intelligence-ai-in-beauty-and-cosmetics-market-worth-us-13-34-billion-by-2030---exclusive-report-by-insightace-analytic-301470507.html>

<sup>45</sup>See the example of Istituto Marangoni which recently launched a degree programme for cosmetics: <https://www.globalcosmeticsnews.com/istituto-marangoni-launches-fragrance-cosmetics-academic-programme/>

#### **5.1.10 Political Environment**

- i. Ghana has a favourable political environment towards business. The legal, policy and regulatory regime is certain and processes and procedures towards investing in the cosmetics and personal care industry are clear. Government initiatives such as the One District One Factory initiative create opportunities for manufacturing supported by the Government. The government's support to the AfCFTA also creates new and exciting possibilities and opportunities to trade across multiple African countries through the AfCFTA regime.

## 6. KEY INSTITUTIONS THAT FACILITATE INVESTMENT

**Table 4: Key Institutions That Facilitate Investment**

| Institution                           |                              | Summary of Mandate   | Contact Information  |
|---------------------------------------|------------------------------|--|--|
| <b>Ghana<br/>Promotion<br/>(GIPC)</b> | <b>Investment<br/>Centre</b> | <p>GIPC is a government agency, responsible under the GIPC Act, 2013 (Act 865), to encourage and promote investments in Ghana, to provide for the creation of an attractive incentive framework and a transparent, predictable and facilitating environment for investments in Ghana.</p> <p>The Centre facilitates investments by offering various services to the investment community. These services include providing information and advice on investment opportunities in the country, offering advice about requirements for investing in Ghana, facilitating and registering technology transfer agreements, as</p> | <p>Location: No. A1 Rangoon Lane, Vivo Place, Cantonments – Accra</p> <p>Tel: +233 302 666 125, +233 302 666 126, +233 302 666 127. +233 302 666 128, +233 302 666 129</p> <p>Email: <a href="mailto:info@gipc.gov.gh">info@gipc.gov.gh</a></p> <p>Website: <a href="http://www.gipc.gov.gh">www.gipc.gov.gh</a></p> |

|  |                         |  |   |
|--|-------------------------|--|---|
|  |                         | well as registering businesses.  |   |
| <b>Ghana Export Promotion Authority (GEPA)</b> | <b>Export Authority</b> | <p>GEPA is the National Export Trade Support Institution of the Ministry of Trade and Industry (MOTI) responsible for the facilitation, development and promotion of Ghanaian exports. It was established by Act 396 in 1969 as an agency of the Ministry of Trade and Industry with the mandate to develop and promote Ghanaian exports. GEPA’s focus has primarily been to diversify Ghana’s export base from the traditional gold and other unprocessed minerals, cocoa beans, timber logs and lumber.</p> <p>GEPA is the coordinating authority for government and non-governmental institutions that are involved in trade facilitation and carries out</p> | <p>Location: 9th, 10th and 11th Floors, Africa Trade House, Liberia Road, West Ridge – Accra.</p> <p>Tel: + 233 302 740 909</p> <p>Email: <a href="mailto:gepa@gepa.gov.gh">gepa@gepa.gov.gh</a></p> <p>Website: <a href="http://www.gepa.gov.gh">www.gepa.gov.gh</a></p> |

|  |   |  |
|--|---|--|
|  | advocacy services for bodies involved in export.  |  |
| <b>Ghana Free Zones Authority (GFZA)</b> | GFZA was designed to promote the establishment and development of export processing zones. The Authority’s mandate includes the development of commercial and service activities at sea and air port areas. GFZA works to make the whole country accessible to investors who are interested in using the free zones as a focal point to produce goods and services for foreign markets. | <p>Location: 5th Link Road, East Cantonments, Accra</p> <p>Tel: +233 302 780 535, +233 302 785 037, +233 302 428 620, +233 242 174 534</p> <p>Email: <a href="mailto:info@gfza.gov.gh">info@gfza.gov.gh</a></p> <p>Website: <a href="http://www.gfza.gov.gh">www.gfza.gov.gh</a></p> |
| <b>Ghana Exim Bank</b>                   | Ghana Export-Import (GEXIM) Bank is the principal export Finance institution of the Government of Ghana. GEXIM was established by The Ghana Export-Import Bank Act 2016 (Act 911) to bolster the Government of Ghana’s quest for a feasible and   | <p>Location: Africa Trade House, Ambassadorial Enclave, Liberia Road, Accra</p> <p>Tel: +233 302 234 668, +233 302 234 669</p> <p>Website: <a href="http://www.eximbankghana.com">www.eximbankghana.com</a></p>  |

|   |  |   |
|---|--|---|
|   | <p>sustainable export-led economy. The Bank undergirds viable projects with pre-shipment and post-shipment credit, contingent liabilities, export development finance, cross-border exports as well as research and advisory.</p>  |   |
| <p><b>Ghana Standards Authority</b></p> | <p>The Ghana Standards Authority (GSA) is the National Statutory Body responsible for the management of the nation’s quality infrastructure embracing the three (3) pillars of Metrology, Standardizations and Conformity Assessment (i.e. Testing, Inspection and Certification).</p> | <p>Address:<br/>                     Ghana Standards Authority<br/>                     P O Box MB 245, Accra<br/>                     Digital Address: GA-288-5605<br/>                     Email:<br/> <a href="mailto:gsanep@gsa.gov.gh">gsanep@gsa.gov.gh</a>/<a href="mailto:gsadir@gsa.gov.gh">gsadir@gsa.gov.gh</a><br/>                     Telephone:<br/>                     (+233-302) 506991-5 / 500065/6<br/>                     Toll Free: 0303930649<br/>                     WhatsApp Number: 0201338376<br/>                     Website: <a href="http://www.gsa.gov.gh">www.gsa.gov.gh</a></p> |
| <p><b>Food and Drug Authority</b></p>   | <p>The FDA is the National Regulatory Body responsible for the</p>   | <p>Location:<br/>                     17 Nelson Mandela Ave, Accra</p>  |



|  |  |   |
|--|--|---|
|  | <p>regulation of food, drugs, food supplements, herbal and homeopathic medicines, veterinary medicines, cosmetics, medical devices, household chemical substances, tobacco and tobacco products, blood and blood products as well as the conduct of clinical trials protocols. The Public Health Act, 2012, Act 851 provides for the establishment of a Governing Board with the responsibility of ensuring the effective implementation of the functions of the Authority. The Authority currently has eleven-member Governing Board.</p> | <p>Telephone:<br/>                 (+233) – 302-233200/ 235100</p> <p>Toll Free: 0800151000</p> <p>Hot Line: (+233) – 0551112224/5</p> <p>Email: <a href="mailto:fda@fda.gov.gh">fda@fda.gov.gh</a></p> <p>Website: <a href="http://www.fdaghana.gov.gh/">http://www.fdaghana.gov.gh/</a></p> |
|--|--|---|

## APPENDICES

### Appendix 1: Some Processors and Producers of Cosmetics in Ghana

| NO. | COMPANY                  | PRODUCT   | TELEPHONE   | LOCATION  | WEBSITE | SOCIAL MEDIA  |
|-----|--------------------------|---|---|---|---------|---|
| 1   | Alkandros Enterprise     | Organic Kelocrem Ointment Organic Skin Plus Ointment Hair Food (an organic product) | 054 946 0422  | GICEL Estates Accra, Ghana P.O.box 12306 Accra North-Ghana                      |         | Facebook<br><a href="https://www.facebook.com/alkandros/products/">https://www.facebook.com/alkandros/products/</a>   |
| 2   | Alhaji and Fati          | Shea Butter, Black Soap, Cocoa Butter   |   | Northern Ghana  |         |   |
| 3   | Artic Investment Ltd     | Citrus Peel and Essential Oils  |   | Asonkore-Obuasi Ashanti   |         |   |
| 4   | Berrak Manufacturing     | Cleaning Products Detergents Cosmetics  | 054 267 1999  | 12 Obedeka Road, Industrial Area. Community 1 Tema, Accra, GH.                  |         | LinkedIn<br><a href="https://www.linkedin.com/company/berrak-manufacturing-company-ltd-/?originalSubdomain=gh">https://www.linkedin.com/company/berrak-manufacturing-company-ltd-/?originalSubdomain=gh</a>   |
| 5   | Danikom Trading          | Shea Butter, Blacksoap, Raw Cashew  | (+233) 246626516  | Location 3rd Ring Road, Target Hill Top– Near Target Hill Hotel. Tamale, Ghana. |         | Instagram<br><a href="https://www.instagram.com/danikomtrading/">https://www.instagram.com/danikomtrading/</a><br><br>LinkedIn<br><a href="https://www.linkedin.com/company/danikom-trading/">https://www.linkedin.com/company/danikom-trading/</a><br><br><a href="mailto:danikomtrading@gmail.com">danikomtrading@gmail.com</a> |
| 6   | Dv Unlimited Company Ltd | Aloe Vera Shower Gel Hotel Amenities  | 027 830 8246<br><br>+233 593 999 592   +233 271 302 064 | Teshie – Nungua   |         | Facebook<br><a href="https://www.facebook.com/Dvclinerg">https://www.facebook.com/Dvclinerg</a><br><br>Twitter  |

**PROFILE OF COSMETICS AND PERSONAL CARE VALUE CHAIN IN GHANA**

|    |                         |  |                               |  |   |  |
|----|-------------------------|--|-------------------------------|--|---|--|
|    |                         |  |                               |  |   | <a href="https://twitter.com/dv_kliners">https://twitter.com/dv_kliners</a><br>YouTube<br><a href="https://www.youtube.com/channel/UCDegmSFz0oOXQoiXrjOhUxw">https://www.youtube.com/channel/UCDegmSFz0oOXQoiXrjOhUxw</a>  |
| 7  | Dzordzoe Skincare       | Natural skincare products  | +233 (0) 24 694 0210          | Lakeside Estates<br>Community 6<br>Greater Accra<br>Region<br>Ghana                      | <a href="https://dzordzoe.com/">https://dzordzoe.com/</a>             | Facebook:<br><a href="https://www.facebook.com/dzordzoeskincare/">https://www.facebook.com/dzordzoeskincare/</a><br><br>Instagram:<br><a href="https://www.instagram.com/dzordzoeskincare/">https://www.instagram.com/dzordzoeskincare/</a><br><br>Twitter:<br><a href="https://twitter.com/DzordzoeSkincare">https://twitter.com/DzordzoeSkincare</a> |
| 8  | Fayola Naturals         | Natural hair and Skincare product  |                               |  | <a href="https://fayolanaturals.com/">https://fayolanaturals.com/</a> | <a href="https://www.facebook.com/fayolanaturals">https://www.facebook.com/fayolanaturals</a><br><a href="https://www.instagram.com/fayolanaturals/">https://www.instagram.com/fayolanaturals/</a>   |
| 9  | FC Beauty Group         | Forever Clair<br>Skin Care<br>Hair Care<br>FC Spa<br>Collection<br>FC Make-Up<br>Line<br>FC Rose<br>Professional<br>Line | +233 24 423 3494, 24 436 1793 | 42 Dr. Isert Street<br>North Ridge,<br>Accra-Ghana<br>GPS: GA-0055363                    |   | Facebook<br><a href="https://www.facebook.com/FCBeautyKlinik/">https://www.facebook.com/FCBeautyKlinik/</a>  |
| 10 | GKV Investments Limited | Virgin Coconut<br>Premium Oil<br>Organic Coconut<br>Powder   | +233 262 452 544,             | 71 Ntwaaban Rd,<br>Ntwaaban<br>Nkwanta, Ketan<br>Sekondi, Takoradi,<br>Metropolis, Ghana |   | Facebook<br><a href="http://www.gkvinvestments.com/http://www.facebook.com/gkvinvestments">http://www.gkvinvestments.com/http://www.facebook.com/gkvinvestments</a><br><br>Twitter   |

**PROFILE OF COSMETICS AND PERSONAL CARE VALUE CHAIN IN GHANA**

|    |  |  |                   |  |   |   |
|----|--|--|-------------------|--|---|---|
|    |  |  |                   | No. 6 Bluebells,<br>Diamond Hill 1,<br>Regimanuel Est.<br>East Airport, Accra<br>- Ghana, West<br>Africa.<br>Tel: +233 262 452<br>544,<br>Email:<br><a href="mailto:info@gkvinvestments.com">info@gkvinvestments.com</a> |   | <a href="http://www.twitter.com/gkvinvestments">http://www.twitter.com/gkvinvestments</a>   |
| 11 | Green Action   | Phyto-cosmetics<br>Herbs and spices<br>Essential oils<br>and aromatic<br>plants Medicinal<br>plants Herbal<br>teas Cereals and<br>grains |                   | Bolgatanga Upper<br>East Region,<br>Ghana  |   | Facebook<br><a href="https://www.facebook.com/Green-Action-257593391418785/?ref=br_rs">https://www.facebook.com/Green-Action-257593391418785/?ref=br_rs</a>   |
| 12 | Kaeme Body Care<br>(KAEME (now<br>online:<br>kaeme.com)) | Shea Butter,<br>African Black<br>Soap & Candles  | +2335070112<br>13 | 1 Osu Badu<br>Crescent, Airport<br>West, Accra,  | <a href="https://kaeme.com">https://kaeme.com</a> | Facebook<br><a href="http://www.facebook.com/hellokaeme">http://www.facebook.com/hellokaeme</a><br><br>Twitter<br><a href="https://twitter.com/hello@kaeme.com">hello@kaeme.com</a><br><br>Instagram<br><a href="http://www.instagram.com/hellokaeme">http://www.instagram.com/hellokaeme</a><br><br>YouTube<br><a href="https://www.youtube.com/channel/UCdembM6picko6dHGUmBSzbg/featured?view_as=subscriber">https://www.youtube.com/channel/UCdembM6picko6dHGUmBSzbg/featured?view_as=subscriber</a><br><br>LinkedIn |

PROFILE OF COSMETICS AND PERSONAL CARE VALUE CHAIN IN GHANA

|    |                      |  |  |  |   |   |
|----|----------------------|--|--|--|---|---|
|    |                      |  |  |  |   | <a href="https://www.linkedin.com/company/hellokaeme">https://www.linkedin.com/company/hellokaeme</a><br><br>Pinterest<br><a href="http://www.pinterest.com/kaemeofficial">http://www.pinterest.com/kaemeofficial</a>   |
| 13 | Karité               | Raw shea butter locally sourced from Ghana.  |  |  | <a href="https://www.mykarite.com/">https://www.mykarite.com/</a> | Facebook<br><a href="https://www.facebook.com/mykarite/">https://www.facebook.com/mykarite/</a><br><br>Instagram<br><a href="https://www.instagram.com/mykarite">https://www.instagram.com/mykarite</a>   |
| 14 | Makers Industries    | Bodywash Aloe Vera. Lemon. Unscented Native Black soap Charcoal Soap Shea butter Cocoa Turmeric Soap |  | Achimota – Accra                       |   | Instagram<br><a href="https://www.instagram.com/makersindustries/">https://www.instagram.com/makersindustries/</a>  |
| 15 | Maltiti Enterprise A | Natural Shea Butter  |  | Tamale-Ghana                           |   | Facebook<br><a href="https://web.facebook.com/mhaltiti99">https://web.facebook.com/mhaltiti99</a><br><br>LinkedIn<br><a href="https://www.linkedin.com/company/maltiti-a-enterprise/">https://www.linkedin.com/company/maltiti-a-enterprise/</a><br><br>Instagram<br><a href="https://www.instagram.com/maltiti_a_enterprise/">https://www.instagram.com/maltiti_a_enterprise/</a><br><br>Email<br><a href="mailto:info@maltitiaenterprise.com">info@maltitiaenterprise.com</a> |
| 16 | MGL Naturals         | Shea and Coconut Products  |  | Batsonaa Highway, Spintex Road, Accra, |   | Facebook<br><a href="https://www.facebook.com/mglnaturals/">https://www.facebook.com/mglnaturals/</a>   |

PROFILE OF COSMETICS AND PERSONAL CARE VALUE CHAIN IN GHANA

|    |                     |  |  |   |   |  |
|----|---------------------|--|--|---|---|--|
|    |                     |  |  | Ghana, West Africa.   |   | <p>Twitter<br/><a href="https://twitter.com/MGLNATURALS">https://twitter.com/MGLNATURALS</a></p> <p>Instagram<br/><a href="https://www.instagram.com/mglnaturals/">https://www.instagram.com/mglnaturals/</a></p> <p>YouTube<br/><a href="https://www.youtube.com/c/MGLNaturals">https://www.youtube.com/c/MGLNaturals</a></p>                             |
| 17 | My Dream Plus       | Hair Maintenance Kit, Healthy Hair Growth, Fast Hair Growth, Treats Dandruff, Treats baldness                  |  | Takoradi, Ghana<br>024 428 3054   |   | <p>Facebook<br/><a href="https://www.facebook.com/mydreamplusgh/">https://www.facebook.com/mydreamplusgh/</a></p> <p>Instagram<br/><a href="https://www.instagram.com/mydreamplusgh/?hl=en">https://www.instagram.com/mydreamplusgh/?hl=en</a></p>   |
| 18 | Nandomnorth Limited | Shear butter, Shea products Black Soap   |  | Adjiringano, East Legon, Accra  |   | Facebook<br><a href="https://www.facebook.com/nandomnorthgh/">https://www.facebook.com/nandomnorthgh/</a>  |
| 19 | Nohemi Naturals     | Shea Butter, Cocoa Butter Virgin Coconut oil, Neem Oil, Essential Oils, Black Soap, Activated charcoal African |  | New Weija Accra Ghana   |   | Facebook<br><a href="https://www.facebook.com/nohemi.naturals/">https://www.facebook.com/nohemi.naturals/</a>  |
| 20 | Nokware             | skin care products   | +233 55 056 1335<br><br>+233 55 818 1739 | <p><b>retail store</b><br/>19 Osu Badu Street,<br/>Dzorwulu, Accra, Ghana</p> <p><b>factory &amp; office</b><br/>19 Ouagadougou Avenue,</p> | <a href="https://nokwareskin-care.com/">https://nokwareskin-care.com/</a> | <p>Instagram:<br/><a href="https://www.instagram.com/nokwareskincare/">https://www.instagram.com/nokwareskincare/</a></p> <p>Facebook:<br/><a href="https://www.facebook.com/nokwareskincare/">https://www.facebook.com/nokwareskincare/</a></p> <p>Twitter:<br/><a href="https://twitter.com/nokwareskincare">https://twitter.com/nokwareskincare</a></p> |

**PROFILE OF COSMETICS AND PERSONAL CARE VALUE CHAIN IN GHANA**

|    |                                      |   |                                       |  |   |   |
|----|--------------------------------------|---|---------------------------------------|--|---|---|
|    |                                      |   |                                       | East, Legon, Accra   |   | YouTube:<br><a href="https://www.youtube.com/channel/UC8eRR9gZTYhD1M0tKjGLt0w">https://www.youtube.com/channel/UC8eRR9gZTYhD1M0tKjGLt0w</a>   |
| 21 | Nuguvu Shea care (Nuguvu Global Ltd) |   | +233 55 807 1278/<br>+44 7575 727 974 | Lakeside Estate, Community #6 University Avenue, Ashale Botwe, Accra | <a href="https://africa.nguvu-sheacare.com/">https://africa.nguvu-sheacare.com/</a> | Instagram<br><a href="https://instagram.com/nguvusheacare/">https://instagram.com/nguvusheacare/</a>  |
| 22 | R&R Luxury                           | Natural skin care product   |                                       | 9 Sir. Arku Korsah Rd, Accra   | <a href="https://randrluxury.com/">https://randrluxury.com/</a>                     | Facebook<br><a href="https://www.facebook.com/RandRluxury/">https://www.facebook.com/RandRluxury/</a><br><br>Twitter<br><a href="https://twitter.com/@randrluxury">https://twitter.com/@randrluxury</a><br><br>Instagram<br><a href="https://www.instagram.com/randrluxury/">https://www.instagram.com/randrluxury/</a> |
| 23 | Sava Shea Company Ltd                | Shea butter body creams<br>hair/body butter<br>African Black Soap   |                                       | Kanda, Accra   |   | Facebook<br><a href="https://www.facebook.com/SAVASHEA/">https://www.facebook.com/SAVASHEA/</a><br>Instagram<br><a href="https://www.instagram.com/sava_shea/?hl=en">https://www.instagram.com/sava_shea/?hl=en</a>   |
| 24 | Sekaf Ghana Limited                  | Shea Butter<br>Hand Crème<br>Shea Butter<br>Body Lotion<br>Shea Oil for Body<br>Moisturizing<br>Black Soap<br>Moisturizing<br>Shea Butter<br>Soap<br>Moisturizing |                                       | Shishegu Tamale (Northern Region), Ghana                             |   | LinkedIn<br><a href="https://www.linkedin.com/company/sekaf-ghana-ltd/about/">https://www.linkedin.com/company/sekaf-ghana-ltd/about/</a>   |

**PROFILE OF COSMETICS AND PERSONAL CARE VALUE CHAIN IN GHANA**

|    |                      |   |   |  |   |   |
|----|----------------------|---|---|--|---|---|
|    |                      | Shea Butter Gift Soap Shea Oil for Hair & Scalp                                 |   |  |   |   |
| 25 | Shea Jo              | Dealer in organic products; Shea butter, virgin coconut oil, African Black soap | 054 473 9743                              |  | <a href="https://shea-jo.business.site">https://shea-jo.business.site</a> | Facebook:<br><a href="https://www.facebook.com/sheabyjo/">https://www.facebook.com/sheabyjo/</a><br><br>Instagram<br><a href="https://www.instagram.com/sheajo/?hl=en">https://www.instagram.com/sheajo/?hl=en</a>  |
| 26 | Shebu Industries Ltd | Sheabutter  | 037 209 1089                              | P.O. Box TL 1925<br>Tamale -Savelugu   |   |   |
| 27 | Skin Gourmet         | RAW handmade skincare products  | 020 897 9302<br><br>+233 (0) 20 89 79 302 | Headquarters:<br>No. 14 Selby Garden Phase II, Achimota ·<br><br>No. 10 East Legon - American House Road, East Legon, Accra, Ghana | <a href="https://skingourmet.com/">https://skingourmet.com/</a>           | Facebook<br><a href="https://www.facebook.com/SkinGourmet/">https://www.facebook.com/SkinGourmet/</a><br><br>Instagram<br><a href="http://instagram.com/skingourmetgh">http://instagram.com/skingourmetgh</a><br><br>Twitter<br><a href="https://twitter.com/SkinGourmet?s=17">https://twitter.com/SkinGourmet?s=17</a><br><br>YouTube<br><a href="https://www.youtube.com/channel/UC_rLc1bHEmmGIRDbg2Mw4nA">https://www.youtube.com/channel/UC_rLc1bHEmmGIRDbg2Mw4nA</a> |
| 28 | Slid Industries Ltd  | Hair Product  | +233 244 366 199;+233 249 546 343         | Kwame Nkrumah Circle, P.O. Box 7200, Accra, Ghana  |   |   |
| 29 | Sokay Enterprise     | Shea Butter Shea Oil Black soap   |   | Kasoa  |   | Instagram<br><a href="https://www.instagram.com/sokayorganics/">https://www.instagram.com/sokayorganics/</a>  |



**PROFILE OF COSMETICS AND PERSONAL CARE VALUE CHAIN IN GHANA**

|    |                 |  |  |  |   |   |
|----|-----------------|--|--|--|---|---|
| 30 | Solutions Oasis | Beauty Secrets<br>Shea Body<br>Butter,<br>Beauty Secrets<br>100% Natural<br>Shea Butter,<br>Beauty Secrets<br>All-Natural<br>African Black<br>Soap enriched<br>with Shea<br>Butter,<br>Beauty Secrets<br>Cocoa Butter<br>Skin<br>Moisturizer,<br>Beauty Secrets<br>Handcrafted<br>Shea Butter<br>Soap with<br>Baobab, Henna,<br>Moringa, Neem<br>Beauty Secrets<br>Hair and Body<br>Oils,<br>Beauty Secrets<br>Miracle Hair-<br>Growth | Tel: + 233-<br>303-971833<br>Fax: + 233-<br>302-675326 | 9th, 10th & 11th<br>Floors Export<br>Trade House<br>Liberia Road,<br>Opposite Cedi<br>House Accra<br>P.O. Box M146,<br>Accra | <a href="https://www.gepaghana.org/import/ghana-exporter/solution-oasis/">https://www.gepaghana.org/import/ghana-exporter/solution-oasis/</a> | Facebook<br><a href="https://www.facebook.com/GEPAGhana/">https://www.facebook.com/GEPAGhana/</a><br><br>Twitter<br><a href="https://twitter.com/GEPAGhana">https://twitter.com/GEPAGhana</a><br><br>YouTube<br><a href="https://www.youtube.com/channel/UCIRK7XD9ZyYORgpiRW1Mr-Q">https://www.youtube.com/channel/UCIRK7XD9ZyYORgpiRW1Mr-Q</a> |
| 31 | Skin Pop Shop   | Skin care<br>products  | 054 180 2331   | Pillar 2 road,<br>Opposite K. Boat<br>Junction   |   | Instagram<br><a href="https://www.instagram.com/theskin_popshop">https://www.instagram.com/theskin_popshop</a>  |
| 32 | Stemak Limited  | Shea nuts,<br>Sheabutter,<br>kola nuts, cocoa<br>powder.<br>cocoa liquor,<br>soya beans  | +233 24 427<br>18 18 / +233<br>302 408739              | 11 Wontumi<br>Avenue - Parakuo<br>Estates, Dome -<br>Accra. Ghana,<br>West Africa  |   |   |

**PROFILE OF COSMETICS AND PERSONAL CARE VALUE CHAIN IN GHANA**

|    |                                      |  |                     |   |   |  |
|----|--------------------------------------|--|---------------------|---|---|--|
|    |                                      | salt, robust green coffee argan oil products |                     |   |   |  |
| 33 | Tama Cosmetics (SeKaf Ghana Limited) | Hair and skin care products                  | 233 (0) 26-239-0888 | SeKaf Ghana Ltd. P.O. Box TL 2209, Tamale Nyankpala Road, Near Utrecht Football Academy Kasalgu, Tamale (Northern Region), Ghana<br>Mobile: +233 (0)268-48-92-98/+233 (0)268-48-93-01<br>Office: +233 (0)372-095-708<br>Email: sales@sekafghana.com | <a href="http://www.tamacosmetics.com/index.html">http://www.tamacosmetics.com/index.html</a> | Facebook<br><a href="https://www.facebook.com/TAMAcosmetics/">https://www.facebook.com/TAMAcosmetics/</a><br><br>Twitter<br><a href="https://twitter.com/TAMAprducts">https://twitter.com/TAMAprducts</a><br><br>Instagram<br><a href="https://www.instagram.com/tamabeautyfromnature/">https://www.instagram.com/tamabeautyfromnature/</a><br><br>LinkedIn<br><a href="https://www.linkedin.com/company/sekaf-ghana-ltd/?originalSubdomain=gh">https://www.linkedin.com/company/sekaf-ghana-ltd/?originalSubdomain=gh</a> |
| 34 | The Savannah Fruit Company           | Shea butter<br>Baobab Oil<br>Black Soap      | +233 302737709      | Head Office Tamale P.O. Box TL 20 Tamale Northern Region Ghana  |   | Facebook<br><a href="https://www.facebook.com/savannahfruits/">https://www.facebook.com/savannahfruits/</a><br><br>LinkedIn<br><a href="https://www.linkedin.com/company/savannah-fruits-company/">https://www.linkedin.com/company/savannah-fruits-company/</a><br><br>YouTube<br><a href="https://www.youtube.com/channel/UCkC_ASrtZykR1DK1J7gPDIw">https://www.youtube.com/channel/UCkC_ASrtZykR1DK1J7gPDIw</a><br><br>Instagram  |

**PROFILE OF COSMETICS AND PERSONAL CARE VALUE CHAIN IN GHANA**

|    |            |  |              |                                |   |   |
|----|------------|--|--------------|--------------------------------|---|---|
|    |            |  |              |                                |   | <a href="https://www.instagram.com/savannahfruitscompany/">https://www.instagram.com/savannahfruitscompany/</a> |
| 35 | Think Shea | resh and healthy shea butter, black soap, essential/carrier oils | 024 393 8076 | Manet Ville, Spintex Rd, Accra | <a href="https://thinkshea.com/">https://thinkshea.com/</a> |   |

**Appendix 2: Commercial Consumers of Cosmetics products**

| NO. | COMPANY   | CONTACT PERSON           | TELEPHONE                                      | E-MAIL   | LOCATION/ ADDRESS  | WEBSITE   | SOCIAL MEDIA HANDLE  |
|-----|---|--------------------------|--|--|--|---|--|
| 1   | Adorks Beauty Supply  |                          | 050 924 2952                                   |  | 9 Boundary Rd, Accra   |   |  |
| 2   | FC Beauty Group   | Dr Mrs Grace Amey-Obeng, | +233 24 423 3494, 24 436 1793                  | <a href="mailto:info@fcgroup.com">info@fcgroup.com</a>   | 42 Dr. Isert Street North Ridge, Accra-Ghana<br>GPS: GA-005-5363 |   | Facebook<br><a href="https://www.facebook.com/FCBeautyKlinik/">https://www.facebook.com/FCBeautyKlinik/</a>                  |
| 3   | Glam Avenue Beauty Store<br>Color Care Cosmetics<br>Naz/Rene Clinic & Skincare<br>Beauty Express GH |                          | 026 718 3576                                   | <a href="mailto:info@thebeautyboxgh.com">info@thebeautyboxgh.com</a>   | Haatso-Atomic Rd, Accra  |   |  |
| 4   | Holy Trinity Spa & Health Farm RSC Skincare   |                          | :<br>0244311 160 /<br>0264311 160 /<br>0595311 | <a href="mailto:nfo@holytrinity.com.gh">nfo@holytrinity.com.gh</a><br><br><a href="mailto:bookings@holytrinity.com.gh">bookings@holytrinity.com.gh</a> | Sogakope, Volta Region   | <a href="https://spa.holytrinity.com.gh/">https://spa.holytrinity.com.gh/</a> | Facebook<br><a href="https://www.facebook.com/holytrinityspagh">https://www.facebook.com/holytrinityspagh</a><br><br>Twitter |

PROFILE OF COSMETICS AND PERSONAL CARE VALUE CHAIN IN GHANA

|   |  |  |                         |  |   |   |   |
|---|--|--|-------------------------|--|---|---|---|
|   |  |  | 160 /<br>0598311<br>160 |  |   |   | <a href="https://twitter.com/holytrinityspa/">https://twitter.com/holytrinityspa/</a><br><br>Instagram<br><a href="https://www.instagram.com/holytrinityspa/">https://www.instagram.com/holytrinityspa/</a><br><br>YouTube<br><a href="https://www.youtube.com/channel/UC4P6-2gor453mJz_ggtL_fsg">https://www.youtube.com/channel/UC4P6-2gor453mJz_ggtL_fsg</a> |
| 5 | J'Nissi Skin Repair & Laser Centre Beauty Marked       |  | 027 855 5478            | <a href="mailto:jnissibeauty@hotmail.com">jnissibeauty@hotmail.com</a>               | J'Nissi Skin Repair & Laser Centre, East Legon  | <a href="https://www.jnissi-skinrepair.com/">https://www.jnissi-skinrepair.com/</a>   | Instagram<br><a href="https://www.instagram.com/jnissikinrepair_centre/?hl=en">https://www.instagram.com/jnissikinrepair_centre/?hl=en</a><br><br>Facebook<br><a href="https://www.facebook.com/JNissiSkinCentre/">https://www.facebook.com/JNissiSkinCentre/</a>   |
| 6 | Juben Beauty   |  | 030 224 4579            | <a href="mailto:info@jubenbeauty.com">info@jubenbeauty.com</a>                       | 14, Mukose Street, Accra, Ghana   | <a href="https://www.jubenbeauty.com/">https://www.jubenbeauty.com/</a>   | Facebook<br><a href="https://www.facebook.com/jubenbeauty/">https://www.facebook.com/jubenbeauty/</a>   |
| 7 | Kempinski Hotel Gold Coast City (Kempinski Luxury Spa) |  | +233 242 436000         | <a href="http://reservations.acra@kempinski.com">reservations.acra@kempinski.com</a> | Kempinski Hotel Gold Coast City Accra, Ministries PMB, 66 Gamel Abdul Nasser Avenue, Accra, PMB 66, Ghana | <a href="https://www.kempinski.com/en/hotel-gold-coast-city/luxury-spa">https://www.kempinski.com/en/hotel-gold-coast-city/luxury-spa</a> | Facebook<br><a href="https://web.facebook.com/KempinskiAccra/">https://web.facebook.com/KempinskiAccra/</a><br><br>Twitter<br><a href="https://twitter.com/kempinskiacc">https://twitter.com/kempinskiacc</a><br><br>Instagram  |

PROFILE OF COSMETICS AND PERSONAL CARE VALUE CHAIN IN GHANA

|    |                            |  |  |  |   |   |   |
|----|----------------------------|--|--|--|---|---|---|
|    |                            |  |  |  |   |   | <a href="https://www.instagram.com/kempinskiaccra">https://www.instagram.com/kempinskiaccra</a>   |
| 8  | Labadi Beach Hotel SPA     |  | 030 277 8688<br><br>Tel: +233 302 772 501<br><br>Fax: +233 302 772 520 | <a href="mailto:spa@labadibeachhotelgh.com">spa@labadibeachhotelgh.com</a>     | No 1 La Bypass, Accra, Greater Accra Region, Ghana  | <a href="https://labadi-beachhotelgh.com/">https://labadi-beachhotelgh.com/</a> | Facebook<br><a href="https://web.facebook.com/LabadiBeach/">https://web.facebook.com/LabadiBeach/</a><br><br>Instagram<br><a href="https://www.instagram.com/labadibeachhotel/">https://www.instagram.com/labadibeachhotel/</a><br><br>YouTube<br><a href="https://www.youtube.com/channel/UCQZb--JsK2yXBBnFrOv8SEg">https://www.youtube.com/channel/UCQZb--JsK2yXBBnFrOv8SEg</a> |
| 9  | Marie Noelle's Spa & Salon |  | 024 421 1311<br><br>026 490 9998                                       | <a href="mailto:marienoelleyakubu@yahoo.com">marienoelleyakubu@yahoo.com</a>   | No. 56 Garden Street<br><br>East Legon & Osu Accra, Ghana   |   | Facebook<br><a href="https://www.facebook.com/marienoellesspa/">https://www.facebook.com/marienoellesspa/</a>   |
| 10 | Niobe Salon & Spa          |  | +233 (0) 242 426 237<br><br>+233 (0) 302 542 220                       | <a href="http://appointments@niobebeauty.com">appointments@niobebeauty.com</a> | Address: 39 La Tebu Crescent, East Cantonments Accra, Ghana<br><br>Address: Lizzy Sports Complex, Cotton Street Accra, Ghana<br><br>Address: 237-238 Airport West | <a href="https://www.niobebeauty.com/">https://www.niobebeauty.com/</a>         | Instagram<br><a href="https://www.instagram.com/niobesalonspa/">https://www.instagram.com/niobesalonspa/</a><br><br>Twitter<br><a href="https://twitter.com/NiobeSpa">https://twitter.com/NiobeSpa</a>  |

PROFILE OF COSMETICS AND PERSONAL CARE VALUE CHAIN IN GHANA

|    |                           |  |  |  |   |   |   |
|----|---------------------------|--|--|--|---|---|---|
|    |                           |  | +233 (0)<br>303 964<br>646             |  | Cantonments<br>Accra, Ghana<br><br>Address: Near<br>HFC ESTATE,<br>Odum Road<br>Accra, Ghana<br><br>Address: Sixth<br>Avenue,<br>Community 12,<br>Tema, Ghana |   |   |
| 11 | Nubylove<br>Massage       |  | 054 731<br>1626<br><br>020 298<br>7941 | <a href="mailto:massagenubylove@yahoo.co">massagenubylove@yahoo.co</a> | 20 Kofi Annan<br>Street<br>Accra<br>Ghana   | <a href="http://www.nubylove24hoursmassage.com">www.nubylove24hoursmassage.com</a>  | Instagram<br><a href="https://www.instagram.com/nubylove24hoursmassage/?hl=en">https://www.instagram.com/nubylove24hoursmassage/?hl=en</a>  |
| 12 | Orchid Thai<br>massage    |  | 050 868<br>2339                        |  | Coral restaurant<br>and apartments<br>Dzorwulu<br>Residential Area<br>Ghana   | <a href="https://orchidthaimassage-business.site/?utm_source=gmb&amp;utm_medium=referral">https://orchidthaimassage-business.site/?utm_source=gmb&amp;utm_medium=referral</a> | Twitter<br><a href="https://twitter.com/orchidthaiaccra">https://twitter.com/orchidthaiaccra</a>  |
| 13 | Revive Face &<br>Body Spa |  | 030 250<br>6038                        |  | 2761 Pawpaw<br>Street, East Legon<br>Near American<br>House, Accra  | <a href="http://www.revivefaceandbodyspa.com">www.revivefaceandbodyspa.com</a>  | Facebook<br><a href="https://www.facebook.com/revivefaceandbodyspa/">https://www.facebook.com/revivefaceandbodyspa/</a><br><br>Instagram<br><a href="https://www.instagram.com/revivefaceandbody1">https://www.instagram.com/revivefaceandbody1</a> |

**PROFILE OF COSMETICS AND PERSONAL CARE VALUE CHAIN IN GHANA**

|    |                      |         |                                 |  |   |   |   |
|----|----------------------|---------|---------------------------------|--|---|---|---|
| 14 | Senam's Day Spa      |         | 023 497 9796                    |  | La-Bawaleshi Rd, Accra, Ghana                                 | <a href="http://www.senamdayspa.com/">http://www.senamdayspa.com/</a>         | Facebook<br><a href="https://www.facebook.com/www.senambeautyparlor.com.gh/">https://www.facebook.com/www.senambeautyparlor.com.gh/</a>   |
| 15 | Spa Body 'N Beyond   |         | (233) 0261450 200   0302766 949 | <a href="mailto:info@spabodynbeyond.com">info@spabodynbeyond.com</a>           | Adjiringanor, East Legon Accra by Ghana Canada Medical Centre | <a href="http://www.spabodynbeyond.com/">http://www.spabodynbeyond.com/</a>   | Facebook<br><a href="https://www.facebook.com/spabodynbeyond">https://www.facebook.com/spabodynbeyond</a>   |
| 16 | Swanky Beauty Supply |         | 024 323 4969                    | <a href="mailto:swankybeautysupply@gmail.com">swankybeautysupply@gmail.com</a> | Nima Road, Accra  | <a href="https://swankybeautysupply.com/">https://swankybeautysupply.com/</a> | Facebook<br><a href="https://www.facebook.com/Swankybeautysupply/">https://www.facebook.com/Swankybeautysupply/</a>   |
| 17 | The Beauty Box       |         | 024 652 4274                    |  |   | <a href="https://thebeautyboxgh.com/">https://thebeautyboxgh.com/</a>         | Facebook<br><a href="https://www.facebook.com/thebeautyboxgh/">https://www.facebook.com/thebeautyboxgh/</a><br>Twitter<br><a href="http://twitter.com/thebeautyboxgh">http://twitter.com/thebeautyboxgh</a>   |
| 18 | Touch Sense Spa      | Jemie C | 0302 906 797<br><br>0245 676 70 | <a href="mailto:info@touchsensespa.com">info@touchsensespa.com</a>             | Jungle Road – A&C Mall East Legon, Accra                      | <a href="https://touchsensespa.com/">https://touchsensespa.com/</a>           | Facebook<br><a href="https://www.facebook.com/touchsensesgh/">https://www.facebook.com/touchsensesgh/</a><br>Twitter<br><a href="https://twitter.com/touchsensegh">https://twitter.com/touchsensegh</a><br>LinkedIn<br><a href="https://www.linkedin.com/in/touchsense-massage-and-spa-a1012163/">https://www.linkedin.com/in/touchsense-massage-and-spa-a1012163/</a><br>Instagram |

|  |  |  |  |  |  |  |   |
|--|--|--|--|--|--|--|---|
|  |  |  |  |  |  |  | <a href="https://www.instagram.com/touchsensemgh/">https://www.instagram.com/touchsensemgh/</a><br>YouTube<br><a href="https://www.youtube.com/channel/UCpaeVNW3u5M4IngGJ4s_ECw">https://www.youtube.com/channel/UCpaeVNW3u5M4IngGJ4s_ECw</a> |
|--|--|--|--|--|--|--|---|

**Appendix 3: National Standards for Cosmetics and Personal Care Products**

| Standard     | Standards Title  | Scope   |
|--------------|--|---|
| GS 225       | Specification for detergent based hair shampoo         | This Ghana Standards specifies the requirements, methods of sampling and test for detergent based hair shampoo. It does not apply to powder and bar shampoos which are detergent based.                     |
| GS 287       | Specification for body lotions                         | This Ghana Standards specifies the requirements, methods of sampling and methods of test for body lotion  |
| GS ISO 22715 | Packaging and labelling                                | This International Standards specifies requirements for packaging and labelling of all cosmetics products as defined according to national regulations or practices intended for sale or free distribution. |
| GS 132       | Specification for Antiseptic Soap                      | This Ghana Standards specifies the requirements and methods of sampling and tests for antiseptic soaps.   |
| GS 227-2     | List of substances not permitted in cosmetics products | This Ghana Standards lists substances, which shall not form part of the composition of cosmetics products.  |
| GS 227-3     | List of substances restricted in cosmetics products    | These Ghana Standards lists substances which cosmetics products shall not contain except subject to restrictions and conditions laid down.  |



|              |   |   |
|--------------|---|---|
| GS 1090      | Specification for mosquito repellent          | This Ghana Standards prescribes the requirements, methods of sampling and test for products intended for use on the body as a mosquito repellent.   |
| GS ISO 22716 | Guidelines on Good Manufacturing Practices    | This International Standards gives guidelines for the production, control, storage and shipment of cosmetics products.  |
| GS 285       | Specification for hair conditioners           | This Ghana Standards specifies the requirements, methods of sampling and test for rinse-off hair conditioners.  |
| GS 228       | Specification for setting lotion              | This Ghana Standards specifies requirements, method of sampling and test for hair setting lotions.  |
| GS 777       | Specification for Colognes and Perfumes       | This Ghana Standards specifies the requirements, sampling and methods of test for colognes and perfumes, as well as eau de toilette, lavender waters and all alcohol-based fresheners such as after shaves. |
| GS 1241      | Specification for Nail Enamel and Gel Remover | This Ghana Standards specifies the requirements, methods of sampling and test for nail enamel and nail gel removers.  |
| GS 133       | Specification for skin powders                | This Ghana Standards specifies the requirements, methods of sampling and test for skin powders, mainly for the body and face in both adults and infants.  |
| GS ISO 11609 | Requirements, test methods and marking        | This document specifies requirements for the physical and chemical properties of dentifrices and provides guidelines for suitable test methods.   |
| GS ISO 16408 | Oral rinses                                   | This International Standards specifies physical and chemical requirements and test methods for oral rinses.   |
| GS ISO 28158 | Integrated dental floss and handles           | This document specifies the requirements and test methods for integrated dental floss and handles used for home care, community care, professional care of oral health or a part of dental treatment.       |
| GS 254       | Specification for Manual Toothbrushes         | This Ghana Standards specifies requirements for manually operated toothbrushes for general use.   |

|              |  |   |
|--------------|--|---|
| GS ISO 20127 | Physical properties of powered toothbrushes                  | This document specifies requirements and test methods for the physical properties of powered toothbrushes in order to promote the safety of these products for their intended use.  |
| GS 281       | Specification for Hair Pomade                                | This Ghana Standards specifies the requirements, methods of sampling and test for hair pomade.  |
| GS 284       | Specification for Chemical Hair waving and Relaxing Products | This Ghana Standards specifies the requirements, methods of sampling and tests for chemical hair waving and relaxing products.  |
| GS 1321      | Specification for Body Balm                                  | This Ghana Standards specifies the requirements, methods of sampling and test for body balm.  |
| GS 1322      | Specification for Lip Gloss and Lipstick                     | This Ghana Standards specifies the requirements, methods of sampling and test for Lip gloss and lipstick.   |
| GS ISO 17516 | Microbiological limits                                       | This International Standards is applicable to all cosmetics and assists interested parties in the assessment of the microbiological quality of the products.  |
| GS ISO 856   | Oil of peppermint (Mentha x piperita L.)                     | This International Standards specifies certain characteristics of the oil of peppermint (Mentha × piperita L.), with a view to facilitate the assessment of its quality.  |
| GS ISO 3515  | Oil of lavender (Lavandula angustifolia Mill.)               | "This International Standards specifies certain characteristics of the oils of spontaneous lavender (population lavender, France) and of clonal lavender (Lavandula angustifolia Mill.), from various origins, with a view to facilitate the assessment of their quality. |
| GS 258       | Specification for Skin Creams and Lotions                    | This Ghana Standards specifies the requirements, methods of sampling and tests for creams, and lotions used on the body and face of both babies and adults.   |
| GS 1318      | Specification for Neem oil                                   | This Ghana Standards specifies the requirements, methods of sampling and tests for Neem seed oil obtained from neem kernel and depulped neem seed for cosmetics purposes only.  |

|         |  |   |
|---------|--|---|
| GS 1319 | Specification for Facial Packs                 | This Ghana Standards specifies the requirements and methods of sampling and tests for facial (face) packs.      |
| GS 1320 | Specification for Hair and Body Oils           | This Ghana Standards specifies the requirements, methods of sampling and tests for hair and body oils.          |
| GS 1325 | Specification for Shea-Based Hair Conditioners | This Ghana Standards specifies the requirements, methods of sampling and test for shea-based hair conditioners. |
| GS 1326 | Specification for Shea-Based Hair Shampoo      | This Ghana Standards specifies the requirements, methods of sampling and test for shea-based hair shampoo.      |

## REFERENCES

- 30 Ghanaian firms to export under AfCFTA*. (2023). Retrieved from National AfCFTA Coordination Office: <https://afcftaghana.org/30-ghanaian-firms-to-export-under-afcfta/>
- About Us: the ministry*. (2023). Retrieved from Ministry of Finance : <https://www.moh.gov.gh/the-ministry/>
- Beauty and Personal Care | Cosmetics Market*. (2021, September). Retrieved from Fortune Business Insights: <https://www.fortunebusinessinsights.com/cosmetics-market-102614>
- Bempong, G. B. (2017). The Effect of Green Branding on Consumer Purchasing Behavior: A Study of the Ghanaian Cosmetics Market. Ashesi. Retrieved from chrome-extension://efaidnbmnnnibpcajpcgiclfndmkaj/https://air.ashesi.edu.gh/server/api/core/bitstreams/39cf9c69-b5ef-40f1-839f-4e7733c60eca/content
- Betsy , M. T. (2020). Attributes of Commodity Supply Chains: Feasibility of Blockchain Technology for Responsible Sourcing. Retrieved from chrome-extension://efaidnbmnnnibpcajpcgiclfndmkaj/https://uwspace.uwaterloo.ca/bitstream/handle/10012/16004/Mathew\_Betsy.pdf?sequence=1&isAllowed=y
- Caldwell, G. (2023). *ISTITUTO MARANGONI LAUNCHES FRAGRANCE & COSMETICS ACADEMIC PROGRAM*. Retrieved from Global Comestic News: <https://www.globalcosmeticsnews.com/istituto-marangoni-launches-fragrance-cosmetics-academic-program/>
- (2021). *Comestics Industry in Ghana*. Flanders Investment & Trade. Retrieved May 21, 2023, from <https://bit.ly/3Ppotz9>
- Cosmetics and Hygiene*. (2023). Retrieved from SGS: <https://www.sgs.com/en-gh/our-services/health-and-nutrition/cosmetics-and-hygiene>
- Cosmetics, Personal Care, and Beauty Products Assurance Solutions*. (n.d.). Retrieved from intertek: <https://www.intertek.com/assuris/cosmetics/>
- Cosmetics: Act for a more sustainable cosmetics sector*. (n.d.). Retrieved from ecocert: <https://www.ecocert.com/en/business-sectors/cosmetics>
- Drugs, Cosmetics and Forensic*. (2023). Retrieved from Ghana Standards Authority: <https://www.gsa.gov.gh/drugs-cosmetics-and-forensic/>

*Ghana Cares About You!* (2023). Retrieved from Ghana Cosmetics Cluster:

<https://ghanacosmeticscluster.com/about-us/>

*Ghana Imports of Essential oils, perfumes, cosmetics, toileteries.* (2023). Retrieved from Trading

Economics : <https://tradingeconomics.com/ghana/imports/essential-oils-perfumes-cosmetics-toileteries>

*GUIDELINE FOR LICENSING OF PREMISES FOR MANUFACTURING COSMETICS AND HOUSEHOLD CHEMICAL SUBSTANCES.* (2020). Retrieved from FOOD AND

DRUGS AUTHORITY: chrome-

extension://efaidnbmnnnibpcajpcglclefindmkaj/<https://fdaghana.gov.gh/img/organisation/GUIDELINE%20FOR%20LICENSING%20OF%20PREMISES%20FOR%20MANUFACTURING%20COSMETICS%20AND%20HOUSEHOLD%20CHEMICAL%20SUBSTANCES.pdf>

Ltd., I. A. (2022). *Global Artificial Intelligence (A.I.) in Beauty and Cosmetics Market worth US\$ 13.34 Billion by 2030 - Exclusive Report by InsightAce Analytic.* Retrieved from PR

Newswire: <https://www.prnewswire.com/news-releases/global-artificial-intelligence-ai-in-beauty-and-cosmetics-market-worth-us-13-34-billion-by-2030---exclusive-report-by-insightace-analytic-301470507.html>

Moudio, R. (2013, August). *Shea butter nourishes opportunities for African women.* (African Renewal) Retrieved from United NAtion:

<https://www.un.org/africarenewal/magazine/august-2013/shea-butter-nourishes-opportunities-african-women>

Mylan , P. (2021). *Personalised Beauty: How Brands Can Offer Relevance, Add Value and Retain Customers.* Retrieved from Euromonitor International:

<https://www.euromonitor.com/article/personalised-beauty-how-brands-can-offer-relevance-add-value-and-retain-customers>

Petruzzi, D. (2023, April 20). *Breakdown of the cosmetic market worldwide 2011-2022, by product category.* Retrieved from Statista:

<https://www.statista.com/statistics/243967/breakdown-of-the-cosmetic-market-worldwide-by-product-category/>

Prance-Miles , L. (2023). *L'oreal's new labelling system which also includes environmental and social impact.* Retrieved from Global Cosmetics News:

<https://www.globalcosmeticsnews.com/loreal-canada-launches-product-impact-labelling-system/>

*Public Health Act, 2012.* (2012). Retrieved from Faolex.fao: chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/https://faolex.fao.org/docs/pdf/gha136559.pdf

*Status of AfCFTA Ratification.* (2023). Retrieved from tralac: <https://www.tralac.org/resources/infographic/13795-status-of-afcfta-ratification.html>

*The European market potential for shea butter.* (2022). Retrieved from CBI Ministry of Foreign Affairs: <https://www.cbi.eu/market-information/natural-ingredients-cosmetics/sheabutter/market-potential>

WACOMP. (2019). *A Value-Chain Analysis of the Cosmetics and Personal Care Products Sector in Ghana.* Ghana: West Africa Competitiveness Programme (WACOMP). Retrieved from chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/https://wacomphana.org/wp-content/uploads/A-Value-Chain-Analysis-of-the-Cosmetics-and-Personal-Care-Products-Sector-in-Ghana.pdf

WACOMP. (2022). *Market Study and Value Chain Analysis of Cosmetic and Personal Care Products in West Africa Sub Region.* Ghana: West Africa Competitiveness Programme (WACOMP). Retrieved from [https://swpgh-my.sharepoint.com/personal/ethel\\_agram\\_gepa\\_gov\\_gh/\\_layouts/15/onedrive.aspx?id=%2Fpersonal%2Fethel%5Fagram%5Fgepa%5Fgov%5Fgh%2FDocuments%2FAttachments%2FCosmetic%20Market%20Studies%20and%20Value%20Chain%20Report%5FGEPA%20Final%2Epdf&parent=](https://swpgh-my.sharepoint.com/personal/ethel_agram_gepa_gov_gh/_layouts/15/onedrive.aspx?id=%2Fpersonal%2Fethel%5Fagram%5Fgepa%5Fgov%5Fgh%2FDocuments%2FAttachments%2FCosmetic%20Market%20Studies%20and%20Value%20Chain%20Report%5FGEPA%20Final%2Epdf&parent=)

WACOMP. (2022). *Quarter 1 Report.* West Africa Competitiveness Programme .



**GHANA  
INVESTMENT  
PROMOTION  
CENTRE**



**WE  
PROMOTE**

*Ghana as an attractive  
and rewarding investment  
destination to the domestic  
and global business  
community.*

**WE  
FACILITATE**



*and implement an attractive investment  
framework to enable both local and  
foreign investors transact business  
seamlessly in Ghana.*



**WE  
ADVOCATE**

*for an enabling investment environment,  
which champions the interests of both  
local and foreign investors, while  
factoring their concerns into policy  
making, for a better regulatory  
and business climate.*



**AFTERCARE**



*We provide  
post-establishment support  
to resolve investor challenges  
through relationship building  
and advisory services.*



*First port of call  
for investing in  
Ghana.  
Talk to us.*