Market Sizing & Valuation

Biomass Household Clean Cookstoves Market
6.6M HH
Estimated total number of households in Ghana

2.4M HH
Estimated total number of households in Ghana using ICS (biomass & others)

1.8M HH
Estimated total number of households using biomass ICS as primary stove

0.6M HH
Estimated total number of households using other stoves as primary stove

0.45M HH
Estimated total number of households to use biomass ICS as primary stove for average 4 years stove life span

0.15M HH
Estimated total number of households to use biomass ICS as primary stove for average 4 years stove life span

GH₵24M
Estimated market value for biomass ICS considering average unit cost of GH₵ 40

0.6M HH
Estimated existing total market size for biomass ICS users
0.21M HH
Estimated new household adopters (5% adoption rate scenario)

3.99M HH
Estimated new households to NOT adopt biomass ICS

0.05M HH
Estimated average number of households likely to adopt biomass ICS over average 4 years stove life span

GH₵10.4M
Estimated market value for biomass ICS new adopters (conservative scenario)

6.6M HH
Estimated total number of households in Ghana

Potential Market
(Conservative)

MARKET SIZING & VALUATION

Biomass Household Clean Cookstoves Market
**Estimated new households adopters (25% adoption rate scenario)**

- **1.05M HH**
- **3.15M HH**

**Estimated potential market size for new adopters (optimistic scenario)**

- **0.26M HH**

**Estimated average number of households likely to adopt biomass ICS over average 4 years stove life span**

- **0.26M HH**

**Estimated market value for biomass ICS new adopters (conservative scenario)**

- **GH₵ 10.4M**

**Estimated new households to NOT adopt biomass ICS**

- **3.15M HH**

**Potential Market**

**OPTIMISTIC**
Find out more about the GCIC at www.ghanacic.org