













2.4M HH CONSERVATIVE Available Market Estimated total number of households in Ghana using ICS **0.6M HH** (biomass & others) Estimated total number 1.8M HH of households using Estimated total number other stoves as primary of households using biomass ICS as primary 0.15M HH Estimated total number 0.45M HH of households to use biomass ICS as primary Estimated total number stove for average 4 of households to use years stove life saan biomass ICS as primary stove for average 4 years stove life span GHC24M 0.6M HH Estimated market Estimated existing total value for biomass ICS market size for biomass considering average ICS users unit cost of GHC 40 **6.6M HH** Estimated total number

of households in Ghana

0.21M HH

Estimated new household adopters (5% adoption rate scenario)

CONSERVATIVE

3.99M HH

Estimated new households to NOT adopt biomass ICS

0.05M HH

number of ICS over average 4 years stove life

Potential Market (Conservative)

6.6M HH

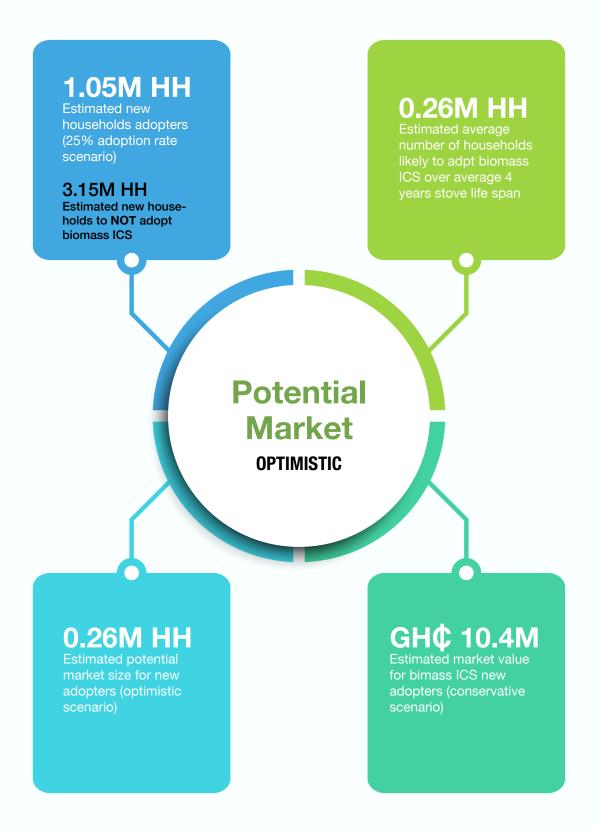
Estimated total number of households in Ghana

0.05M HH

Estimated potential market size for new adopters (conservative scenario)

GH¢10.4M

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





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