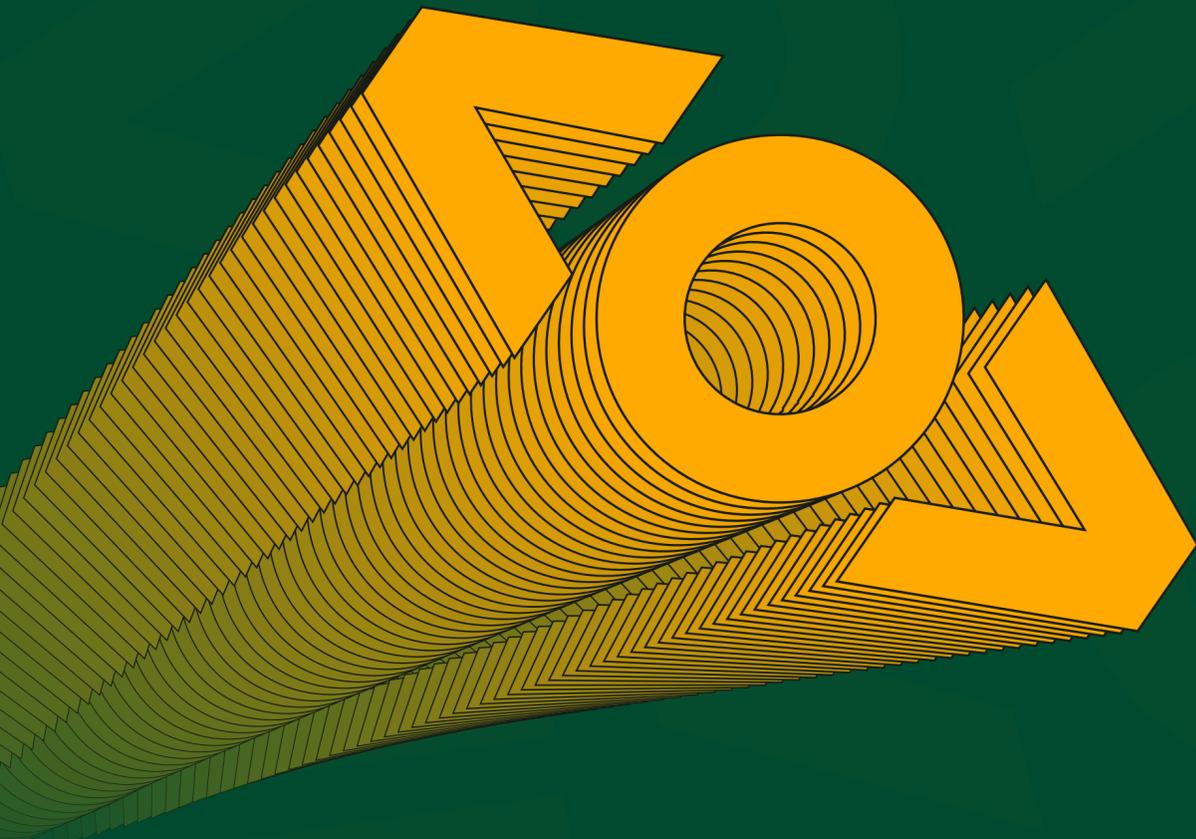# Ghana Tech Ecosystem Survey 2024

Insights, Trends, and Recommendations for a Thriving Tech Ecosystem

Foreword

The Ghanaian tech ecosystem is one of the most vibrant and rapidly growing in Africa. With a youthful population, increasing internet penetration, and a surge in digital innovation, Ghana is poised to become a hub for tech talent and entrepreneurship. However, to sustain this growth, it is crucial to understand the current state of the ecosystem, identify challenges, and provide actionable insights for stakeholders.

The Ghana Tech Ecosystem Survey 2024, presented by Code & Cocktails, is the first edition of an annual survey designed to capture the pulse of the tech industry in Ghana. This report provides a comprehensive analysis of the data collected, offering insights into demographics, industry trends, technical expertise, employment patterns, and challenges faced by professionals. Our goal is to empower stakeholders — government, companies, educational institutions, and startups with the knowledge needed to drive innovation and growth.

We invite you to explore this report, reflect on its findings, and join us in building a thriving tech ecosystem in Ghana.

CodexCocktails

Executive Summary

- **Youthful Workforce:** The majority of respondents (60%) are aged 25-34, highlighting a young and dynamic workforce driving innovation.

- **Gender Gap:** Only 12% of respondents are female, underscoring the need for initiatives to promote gender diversity in tech.

- **Fintech Dominance:** Fintech is the most represented industry (32%), followed by E-commerce (13%) and Edtech (10%).

- **Hybrid Work Models:** 73% of professionals work in remote & hybrid models, with 3-5 days of remote work per week.

- **Compensation Disparities:** 38% of respondents earn less than GHC 50,000 annually, while 10% earn more than GHC 300,000.

- **Challenges:** Poor internet infrastructure, lack of career development opportunities, and unrealistic deadlines are the top challenges.

- **Recommendations:** Invest in infrastructure, standardize salaries, promote gender diversity, and foster collaboration within the ecosystem.

Methodology

The Ghana Tech Ecosystem Survey 2024 was conducted online, targeting professionals across various industries and roles in the tech sector. The survey collected responses from **196 participants**, representing a diverse cross-section of the ecosystem. Key data points included demographics, industry, roles, technical expertise, employment status, compensation, and challenges.

Limitations: The survey relied on self-reported data, which may introduce bias. Additionally, the sample size, while representative, may not capture the entire ecosystem. Future editions will aim to expand the sample size and improve data collection methods.
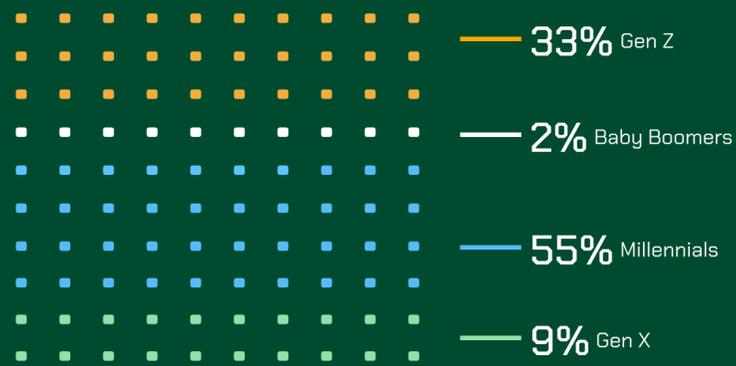
Overview

Visual Data Story on insights in the tech ecosystem based on survey respondents

196
Respondents

Generation Mix
Out of the respondents what is the generational mix?

- 33% Gen Z
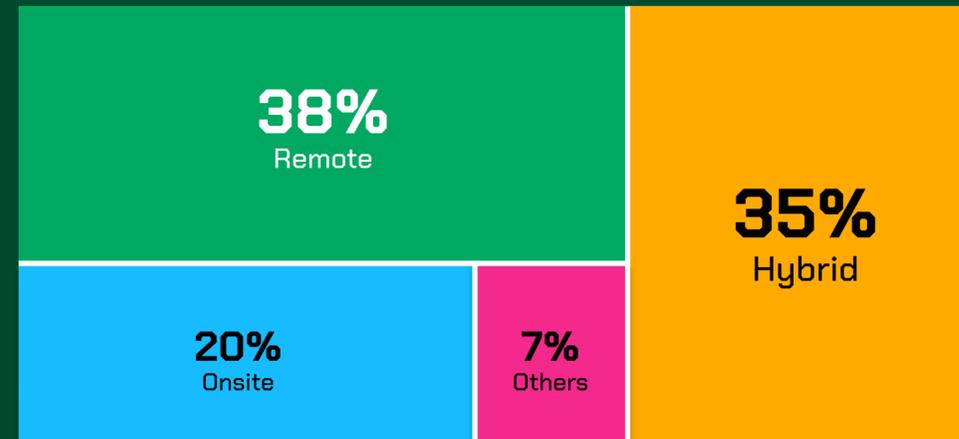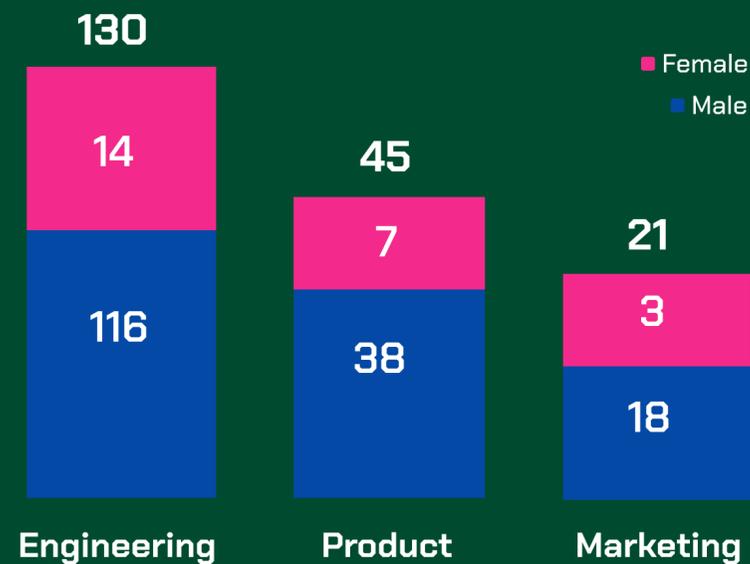- 2% Baby Boomers
- 55% Millennials
- 9% Gen X

Gender Split

172 Males

24 Females

Work Mode
Remote & Hybrid work models are the most common, reflecting a shift towards flexible work environments.

- 38% Remote
- 35% Hybrid
- 20% Onsite
- 7% Others

Background
145 respondents have an Engineering background

- Female
- Male

	Engineering	Product	Marketing
Total	130	45	21
Female	14	7	3
Male	116	38	18

Industry Insights
Fintech is the leading sector, reflecting Ghana's growing digital financial services ecosystem.

- 32% Fintech
- 6% Health Tech
- 10% Ed Tech
- 13% E commerce

39% of respondents work in other industries with Fintech leading, reflecting the growth in the Financial services ecosystem

Remote Work Frequency
Most professionals prefer a mix of remote and onsite work.

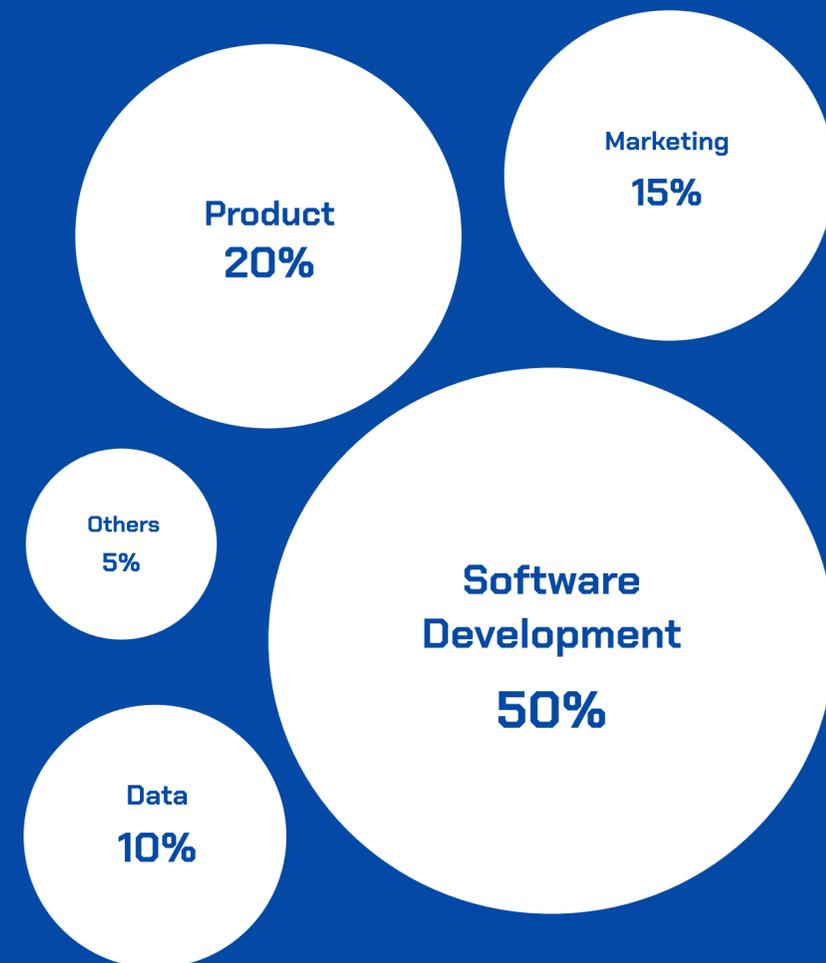- 3-5 days a week **60%**
- 1-2 days a week **17%**
- Other **23%**

Roles, Languages, & Frameworks

Analysis of job roles, preferred coding languages, and commonly used frameworks.
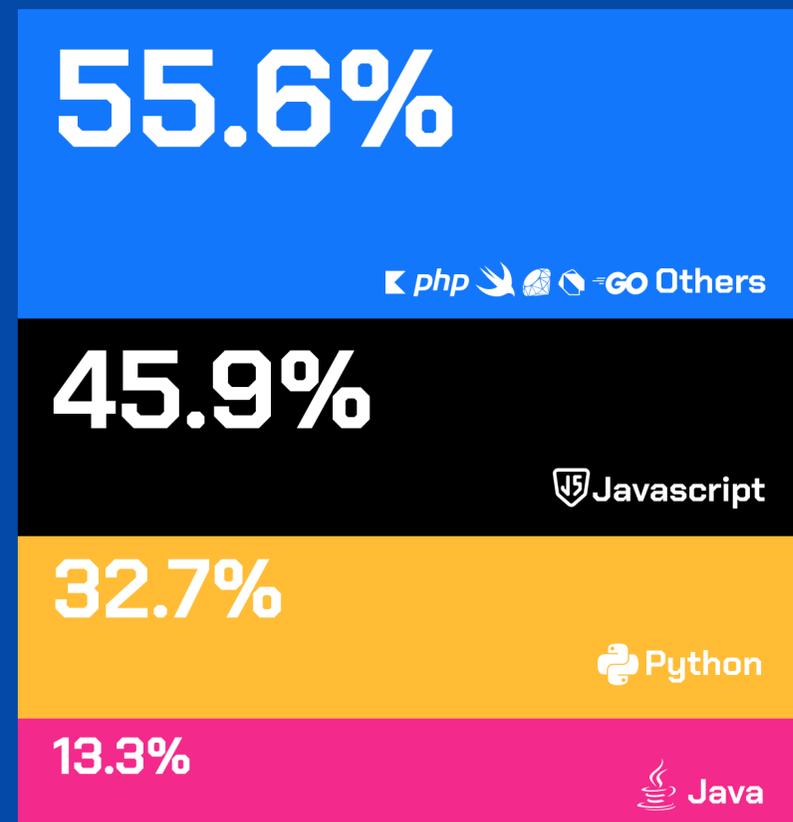
Primary Roles

Technical roles dominate, but product and business functions are gaining traction.

Product
20%

Marketing
15%

Others
5%

Software
Development
50%

Data
10%

Programming Languages

Python and JavaScript are the most widely used languages, reflecting their versatility and popularity.

55.6% php GO Others

45.9% Javascript

32.7% Python

13.3% Java

Note: The percentages sum to more than 100% because many respondents use multiple programming languages.

Frameworks and Libraries

Frontend (React) and backend (Django/Flask) frameworks are key areas of expertise.

40%
React

11%
Django
django

10%
Vue

64%
Others
spring A
.NET
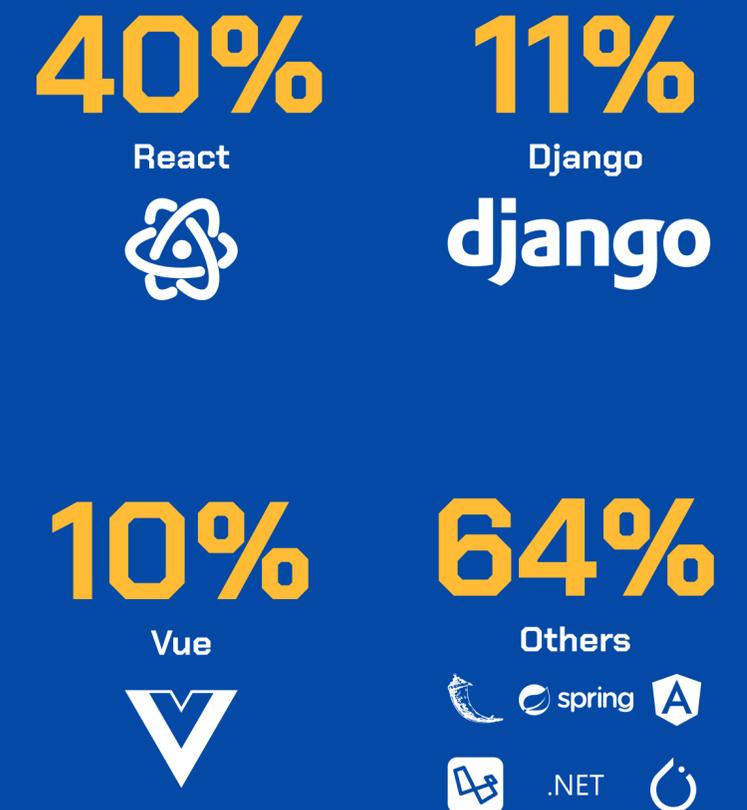
Note: The percentages sum to more than 100% because many respondents use multiple frameworks and libraries.

Collaboration Tools

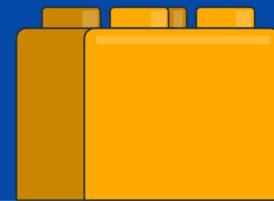Collaboration tools are essential for remote and hybrid work environments.

Note: 34% did not respond, resulting in blanks, while the remaining 35% was distributed among tools like Trello, Jira, and other combinations.

GitHub + Bitbucket + Jira + Slack
3%

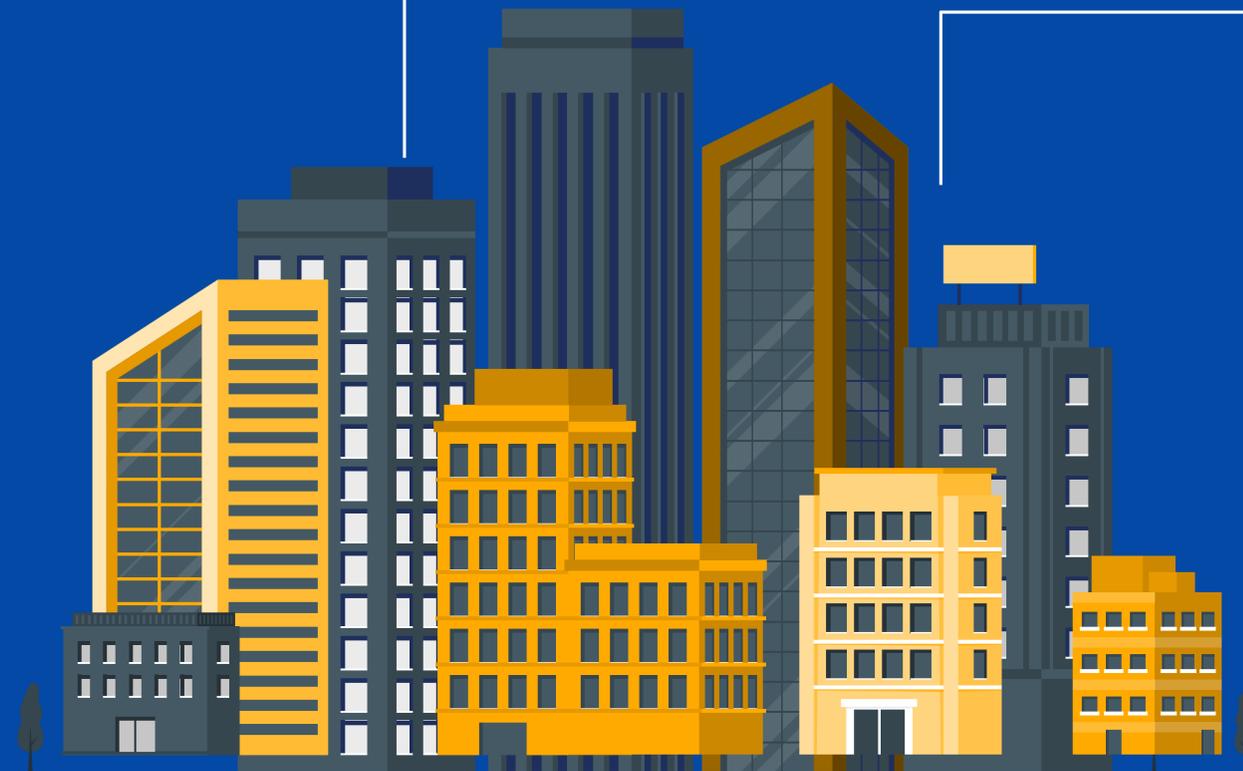GitHub + Jira + Slack
7%

GitHub
17%

GitHub + Slack
4%

Education

Overview of educational backgrounds and qualifications
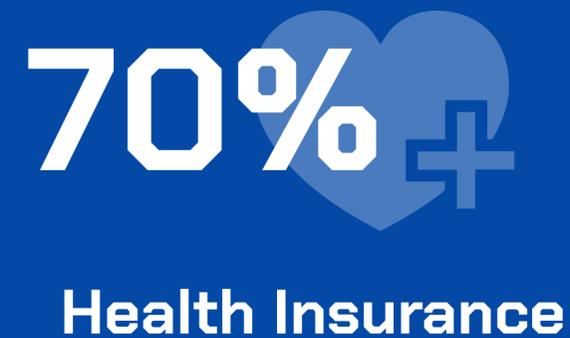
14% Masters Degree

Bachelors Degree **68%**

11% Others

Higher National Diploma **7%**

Employment Status & Benefits

Insights on employment types, job stability, and the benefits employees receive.

Status

15%
Contract

13%
Freelance

62%
Full Time

7%
Unemployed

70%
Health Insurance

50%
Paid Time off

30%
Performance Bonus

Salary Ranges

Compensation varies widely, with many professionals earning below the industry average.

Note: Salary values are Gross & Annual
Respondents who did not select any option accounted for 7%,
hence the total does not sum to 100%.

38% Less than GHS 50,000

26% 50,000 – 100,000

15% 100,001 – 200,000

10% 300,000 >

4% 200K-300K

Key Insights

- **Fintech Dominance:** Highest salaries **(>GHC 300K) correlate with 7+ years** of experience and remote/hybrid roles.

- **Education Impact:** Master's/Doctorate holders earn **2x more** than HND holders in Fintech/Healthcare.

- **Geographic Disparity:** Remote roles for US/Europe-based workplaces pay **3–5x** higher than Ghana-based roles.

- **Tool Preferences:** GitHub (95% usage in Engineering), Slack (70% collaboration), and React (80% framework adoption) dominate across sectors.

Challenges & Suggested Improvements

Poor Infrastructure

Limited Funding

Lack of Collaboration

System Downtime

Low Compensation

Overregulation

Communication Issues

Burnout

Unrealistic Deadlines

Lack of Career Development

Infrastructure Investment

Improved Collaboration

Open Source Adoption

More Funding

Better Internet

Tech Events

Regulatory Support

Training Programs

Gender Diversity Initiatives

Standardized Salaries

Recommendations

- **For Government:** Invest in infrastructure, promote gender diversity, and create policies that support tech innovation.

- **For Companies:** Standardize salaries, offer professional development opportunities, and adopt best practices in collaboration.

- **For Educational Institutions:** Align curricula with industry needs and promote tech education among underrepresented groups.

- **For Startups:** Seek partnerships, secure funding, and focus on product management and collaboration.

Closing Notes

The **Ghana Tech Ecosystem Survey 2024** provides a snapshot of the current state of the tech industry in Ghana.

While the ecosystem is vibrant and growing, there are challenges that need to be addressed to unlock its full potential. We look forward to making this an annual survey, tracking progress, and identifying emerging trends.

Together, we look forward to building a thriving tech ecosystem in Ghana.

Acknowledgement

We thank all respondents, partners, and team members who contributed to this survey. Special thanks to our Sponsors and Partners for their support.

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A SENSE OF COMMUNITY