

VOOM · Parts Intelligence

GHANA DEMAND BRIEF · CONFIDENTIAL

What Accra & Kumasi buyers searched for — and couldn't find

A 90-day record of verified buyer search demand for vehicle parts, drawn from real searches on the VOOM platform. Built to inform what goes in the next container.

Window: 90 days · Market: Accra & Kumasi (99% of platform traffic) · Source: VOOM on-platform search logs · Prepared for upstream importing & wholesale partners

1,128+

SEARCHES, TOP 12 MAKES

187

UNIQUE TOYOTA SEARCHERS

18

UNMET SUZUKI SEARCHES

2

CITIES · SINGLE CORRIDOR

HOW TO READ THIS

Every row is real buyer demand captured on VOOM. **Searches** = total queries. **Buyers** = distinct people. **Zero-result** = searches where no verified seller could be shown — pure unmet demand. **Low-result** = thin supply, demand under-served. The opportunity for an importer is largest where buyers are many and zero/low-result is high.

DEMAND BY MAKE

MAKE	SEARCHES	BUYERS	ZERO	LOW
1 Toyota	370	187	13	54
2 Honda	122	61	4	9
3 Nissan	121	68	7	23
4 Kia	109	38	9	31
5 Hyundai	96	34	0	9
6 Chevrolet	60	34	5	25
7 Ford	62	21	1	11
8 Mitsubishi	31	10	5	5
9 Mazda	25	8	1	14
10 BMW	25	8	8	1
11 Suzuki	20	10	18	0
12 Pontiac	8	8	8	0

DEMAND BY COMPONENT

COMPONENT	SEARCHES	BUYERS	ZERO	LOW
1 Brake pads / discs	29	13	4	10
2 Gearbox / transmission	28	13	4	5
3 Complete engine	27	12	0	2
4 Shock absorbers	23	11	2	6
5 Bumper / body	31	9	4	6
6 Steering rack / pump	15	9	2	2
7 Oxygen sensor	15	4	3	7
8 Throttle body	7	2	5	1

Top model signal: Toyota Vitz / Yaris — 34 distinct buyers, 39 low-result searches. The single clearest "stock more" signal in the dataset.

THE FIVE BIGGEST SUPPLY GAPS

Ranked by unmet demand — where buyers are actively looking and verified supply is absent or thin. These are the clearest container-mix opportunities.

Suzuki — across all parts

Highest unmet demand on the platform. Repeated buyer searches, almost no verified supply available. A near-empty shelf against live demand.

18 unmet searches

Kia — Rio, Morning, Sorento

Strong, sustained demand (38 distinct buyers) that the current catalog consistently can't fully serve. Volume opportunity, not a niche.

9 zero · 31 low

Chevrolet / Spark

High interest (34 buyers) against thin supply. The legacy GM / Daewoo-derived parc on Ghana roads is materially underserved.

5 zero · 25 low

BMW

Premium-parc demand with a near-total supply gap on the platform. Smaller volume, higher per-unit value.

8 zero-result

Throttle bodies — cross-make

A component-level gap: buyers searching across makes for throttle bodies and finding nothing. Specific, sourceable SKU demand.

5 zero-result

About this data — read honestly. These figures come from 90 days of real buyer searches on VOOM, concentrated in Accra and Kumasi. They are a direct signal of what local buyers want and where supply falls short. They are not a national market study, and the smaller rows reflect early-stage volume. We share the exact numbers, including sample size, because the value of this brief is its honesty — it is meant to sharpen your sourcing decisions, not replace your own market knowledge.