

OLD MUTUAL

OLD MUTUAL FINANCIAL WELLNESS MONITOR



DO GREAT THINGS EVERY DAY



GHANA





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RESEARCH OBJECTIVES

The key objective of the **Old Mutual Financial Wellness Monitor** is to provide a **deep understanding of the working Ghanaian market**, uncovering financial attitudes, perceptions, and behaviour of working Ghanaians across the informal and formal sectors, in order to assess where consumers are on their journey to financial wellness.

**Championing the Financial
well-being of Consumers.**





SAMPLE & METHODOLOGY

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METHODOLOGY

The Old Mutual Financial Wellness study focuses its lens on employed Ghanaians aged 20 to 59, earning GHS 1 200+ per month.

Fieldwork timeline:

October 2025

The same data collection methodology was followed as in 2023 and 2024 to ensure a high level of trackability. Age, personal income, gender and region were quota-controlled based on existing census data and the data was reweighted to represent a 70:30 formal and informal work sector.



Annual
Survey



Face-to-Face
Data Collection



Personal
Monthly Income:
GHS 1 200+



20 – 59 years
old



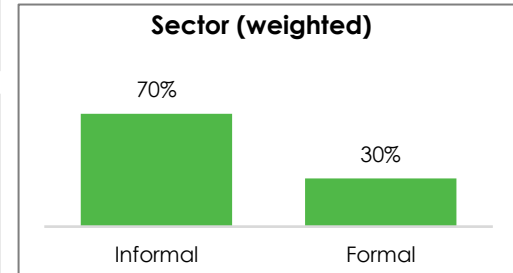
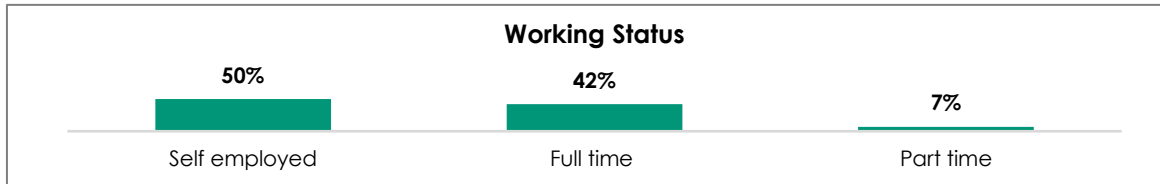
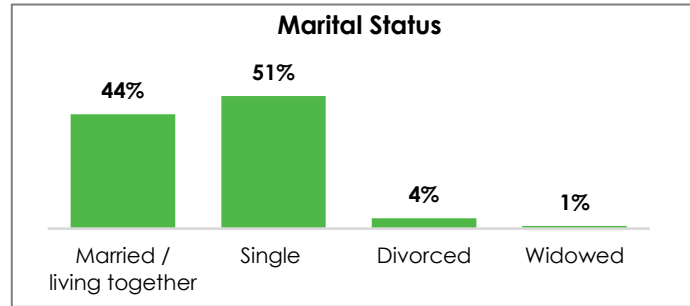
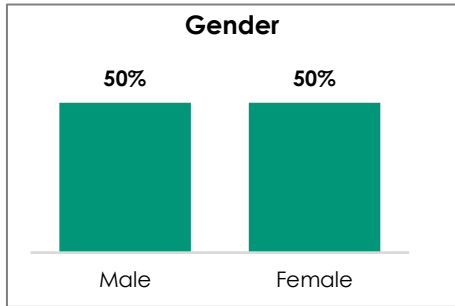
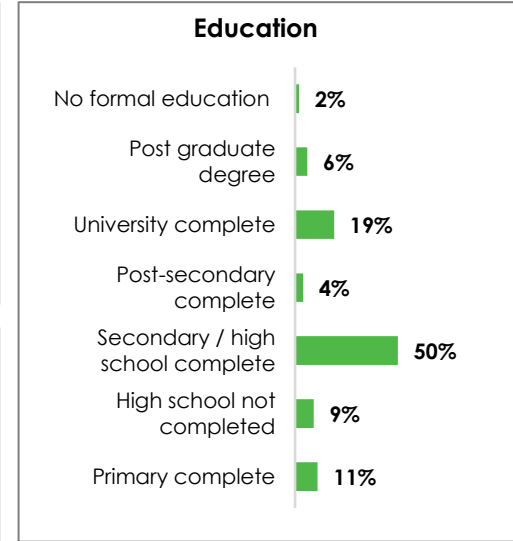
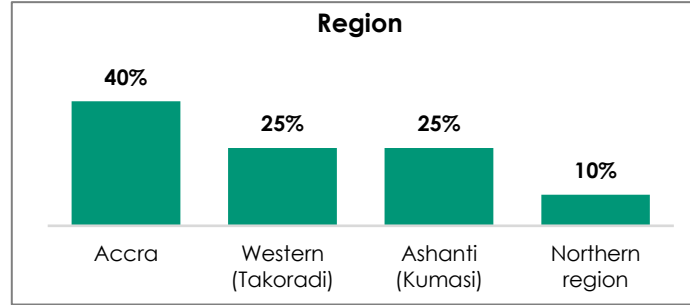
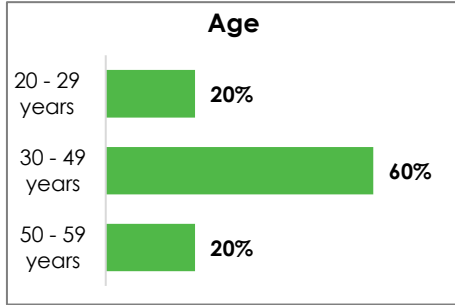
n = 656
Fieldwork
October 2025



Weighted to the
Working Ghanaian
Population



SAMPLE CLASSIFICATION





THE INSIGHTS REVEAL

*“Working Ghanaians are demonstrating optimism, **greater financial discipline and intent, alongside cautious savings behaviour. Yet, vulnerability persists due to inadequate long-term planning, high informality and eroded investment confidence.**”*

Shift From Survival to Guarded Recovery

As the macro economic and political landscape shifts positively in Ghana, the latest Old Mutual Financial Wellness Monitor shows that **behaviours and sentiment of working Ghanaians mirrored this shift, pivoting toward growing financial responsibility and optimism.**

The recovery in the economy has given working Ghanaians the breathing room to rebuild financially, enabling **a shift beyond basic survival to self recovery.** Rising incomes, better debt management, and more intentional saving suggest households are gaining some stability after years of strain — although challenges remain.

Investment confidence has weakened, shaped by economic memory and global uncertainties making Ghanaians **increasingly vulnerable and cautious in their savings behaviour.**

The choice to prioritise investment safety, emergency funds, and controlled spending, reflects a **population determined to move beyond existential hardship toward stability, and ultimately, financial wellness.**

Alongside the challenges and the encouraging shifts in financial behaviour, **Ghanaians remain hopeful**, embracing the mindset required, which, when combined with financial guidance and longer-term preparedness, can help Ghanaians attain **lasting financial wellness.**



DETAILED RESULTS

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ECONOMY AND PERSONAL SENTIMENT

Macroeconomic and Personal
sentiment shift positively

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CONFIDENCE IN GHANAIAAN ECONOMY

As Ghana's economic and political climate recovers, working Ghanaians' confidence in the economy sees a **significant rise, with almost 1 in 2 who note confidence in the economy**, driven by sentiments of a stronger performing government, as well as positive shifts in the macro indicators.

Faith in the future of the Ghanaian economy is high, with the majority who believe that the economy will improve.

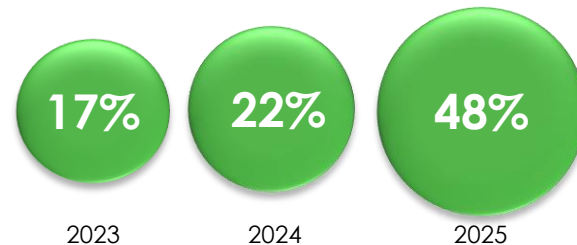
7 in 10

believe the Ghana economy will **improve in the next year**

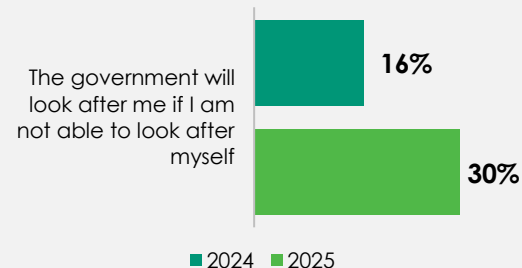
Drivers of Confidence

Good leadership and governance
Economy is more stable
Price of goods is cheaper now

I feel confident about the Ghanaian economy



...Reaffirmed in the renewed belief **that the government will take care of them when they are unable to do so themselves.**





CONFIDENCE IN GHANAIAN ECONOMY

Confidence correlates with income, with lower income earners relatively less confident than the more affluent cohorts.

I feel confident about the Ghanaian economy	Total	GHS 1 200 – 1500	GHS 1 501 – 3 000	GHS 3001+	20 - 29 years	30 - 49 years	50 - 59 years	Male	Female
% Agree (Strongly or Slightly)									
2023	17%	19%	15%	15%	12%	19%	17%	17%	17%
2024	22%	24%	20%	21%	23%	21%	25%	22%	22%
2025	48%	39%	55%	54%	46%	47%	50%	45%	50%



CONSUMER FINANCIAL OUTLOOK NEXT 6 MONTHS

Similarly a positive sentiment prevails with almost 8 in 10 consumers who expect their personal financial situation to improve in the next 6 months.

IN NEXT 6 MONTHS	IMPROVE	STAY THE SAME	GET WORSE
2023	94%	5%	1%
2024	80%	17%	3%
2025	79%	19%	2%



😊 Why Positive?

- Improved macro-economic environment
- Better performance of their business
- Personal effort to ensure financial returns will pay off





FINANCIAL STRESS

Financial Stress improves notably

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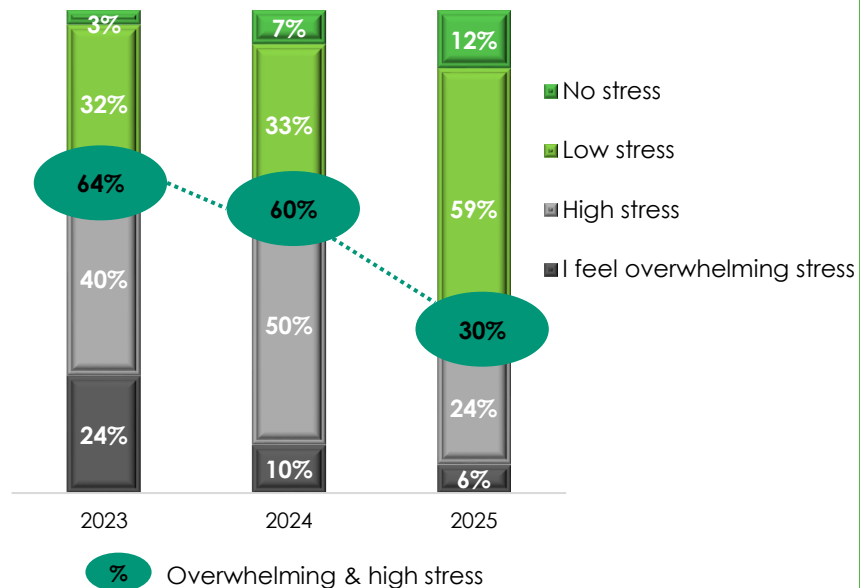


FINANCIAL STRESS LEVELS

With the economic reprieve, a **substantial decrease in financial stress levels** is seen from 60% to 30% – the lowest in 3 years!

Key drivers of financial stress:

1. Debt Management
2. Having a savings buffer
3. Dependents / family responsibilities
4. Income security
5. Living within your means





FINANCIAL STRESS LEVELS DEMOGRAPHIC TRENDS

Financial stress decreased sharply across all cohorts.

% Feeling overwhelming/ high stress	Total	GHS 1 200 – 1500	GHS 1 501 – 3 000	GHS 3001+	20 – 29 years	30 – 49 years	50 – 59 years	Male	Female
2023	64%	72%	61%	49%	63%	65%	62%	63%	65%
2024	60%	62%	61%	53%	56%	60%	63%	63%	57%
2025	30%	33%	28%	24%	28%	28%	32%	30%	28%



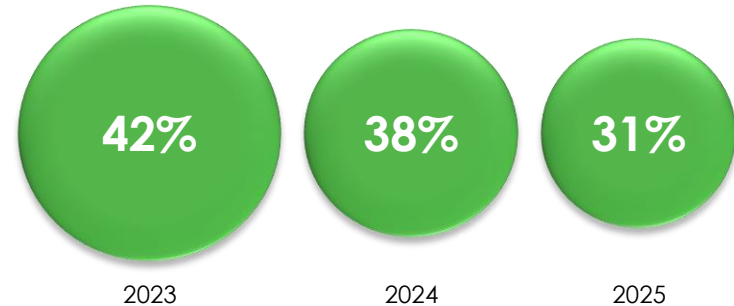
SANDWICH GENERATION

Financial dependency has eased with about 3 in 10 working Ghanaians who find themselves in the "Sandwich generation," financially supporting both children and adult dependents.

31% are part of the Sandwich generation, a decrease of 11% since 2023, indicating a steady decline as dependency levels improve.



"Sandwich Generation" are those who are supporting not only children but also parents and/or other older dependents





FINANCIAL PRIORITIES

Financial Priorities reflect caution
and discipline

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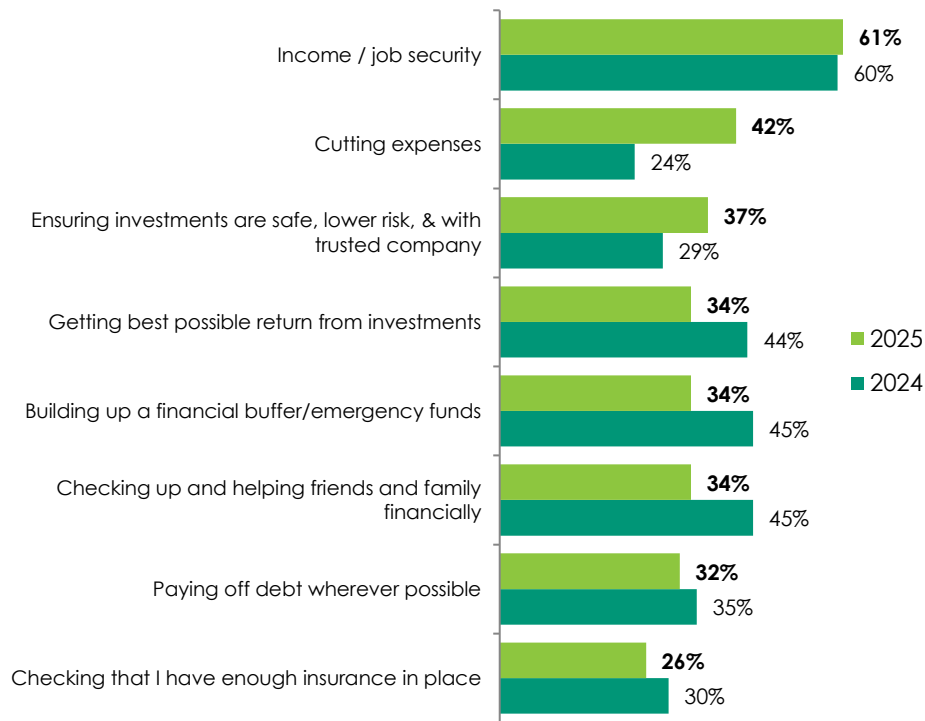




FINANCIAL PRIORITIES

In 2025, Ghanaians **continue to prioritize income security** as their main financial concern, with expense management escalating to 2nd place.

Ensuring investments are safe also significantly increases, rising above that of financial assistance provided to friends and family.





INCOME STREAMS AND MONETISATION

Income Security remains a leading priority whilst vulnerability persists

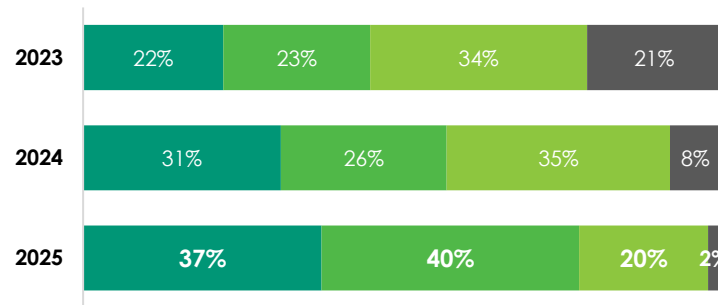


CHANGES IN PERSONAL EARNINGS

An increase in personal income levels is observed in the latest study, **where 37% are earning more income than they did a year ago** (a 15% increase since 2023). Only about 2 in 10 are earning less than a year ago.



The increase in personal income continues to be most evident among younger working Ghanaians (45%) and higher income earners.



- I am earning more now than a year ago
- I am earning about the same as before
- I am earning a bit less than a year ago
- I am earning significantly less than a year ago



CHANGES IN PERSONAL EARNINGS

Personal income increases are most evident among younger consumers and those earning GHS 3 001+ (45%).

Change in personal earnings vs last year	Total	GHS 1 200 – 1500	GHS 1 501 – 3 000	GHS 3001+	20 - 29 years	30 - 49 years	50 - 59 years	Male	Female
Weighted Base	656	287	234	135	131	394	131	328	328
I am earning more now than a year ago	37%	36%	35%	45%	45%	37%	31%	39%	36%
I am earning about the same as before	40%	39%	38%	46%	35%	40%	46%	37%	44%
I am earning a bit less	20%	23%	23%	9%	19%	21%	19%	21%	19%
I am earning significantly less	2%	2%	4%	1%	1%	2%	4%	3%	2%



WORRY ABOUT LOSING INCOME & INCOME BUFFER

Whilst income levels have improved, **vulnerability persists**.



39%

are concerned about losing their income, despite the improvement in income levels.



53%

1 in 2 Ghanaians are at risk of running out of funds in less than 3 months, should they lose their income.



30%

of Ghanaians often gamble (make bets) to help cover expenses/debt.



WORRY ABOUT LOSING INCOME & INCOME BUFFER

Whilst income levels have improved, vulnerability persists.

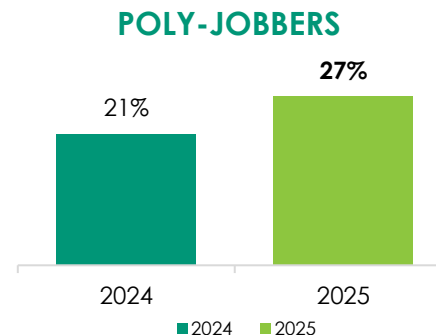
Constantly worried about losing my job/ income (slightly agree & strongly agree):	Total	GHS1 200 – GHS1 500	GHS1 501 – GHS3 000	GHS 3 001+	20 - 29 years	30 – 49 years	50 - 59 years	Male	Female
Weighted Base	656	287	234	102	131	394	131	328	328
2025	39%	40%	38%	38%	39%	40%	36%	43%	36%



SOURCES OF INCOME

To minimise the risk of income loss, consumers continue to diversify their income streams – in this regard, just more than 1 in 4 (27%) are Poly-Jobbers, increasing by 6% since 2024 – side-hustling, freelancing and doing after hours work in addition to their regular job.

Poly-Jobbers are more prevalent among younger Ghanaians aged 20 to 29 years (32%). For many young Ghanaians, limited job opportunities make this necessary.



"I'm thinking of starting an additional business to boost my household income."

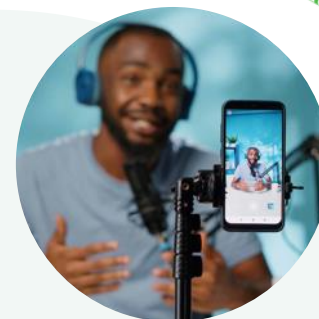
	Total	GHS 1 200 – 1500	GHS 1 501 – 3 000	GHS 3001+	20 - 29 years	30 - 49 years	50 - 59 years	Male	Female
Weighted Base 2025	656	287	234	135	131	394	131	328	328
Besides my regular job, I have an additional source of income	27%	23%	30%	29%	32%	27%	22%	31%	23%
Weighted Base 2024	652	286	233	128	130	391	130	326	326
Besides my regular job, I have an additional source of income	21%	15%	23%	31%	20%	22%	18%	25%	17%



ADDITIONAL INCOME SOURCES

Close to 1 in 10 working Ghanaians earn rental income, renting out rooms and/or a section of their home.

8%
of working
Ghanaians earn
rental income
from home property



SOCIAL MEDIA INCOME

While the vast majority of Ghanaians are active on Social Media (91%), **Social media as an income stream is still largely undeveloped**, with about 1 in 10 noting this to provide some form of income.

Income derived from social media?	
Yes, it is a significant part of my total income	3%
Yes, it is a small/very small part of my total income	9%
No, I do not derive any income on this social media platform	88%

Base: Active social media users (n = 597)



EXPENSE AND DEBT MANAGEMENT

Expense Management remains a critical focus, while Debt pressure eases

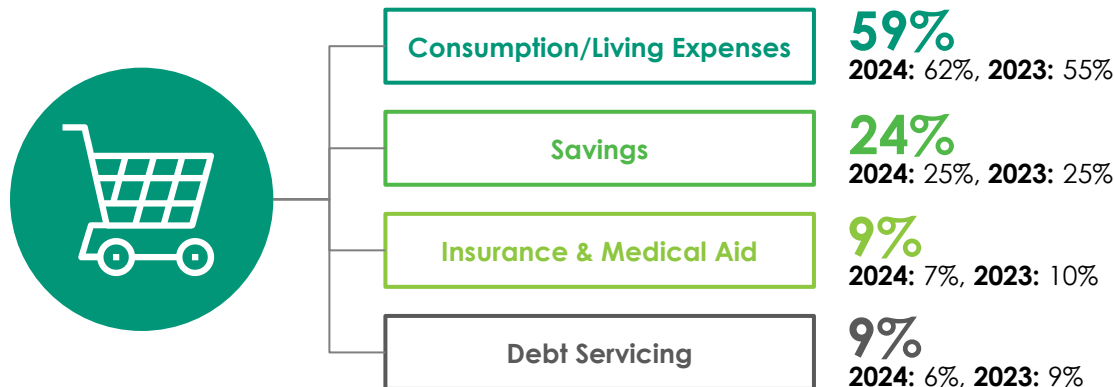
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HOUSEHOLD INCOME SPENDING

Cutting expenses emerged as a significantly heightened priority in 2025, now ranking 2nd, with consumers citing expense management and financial discipline as key enablers of financial wellness.

About 60% of Ghanaians' income is being spent on living expenses.



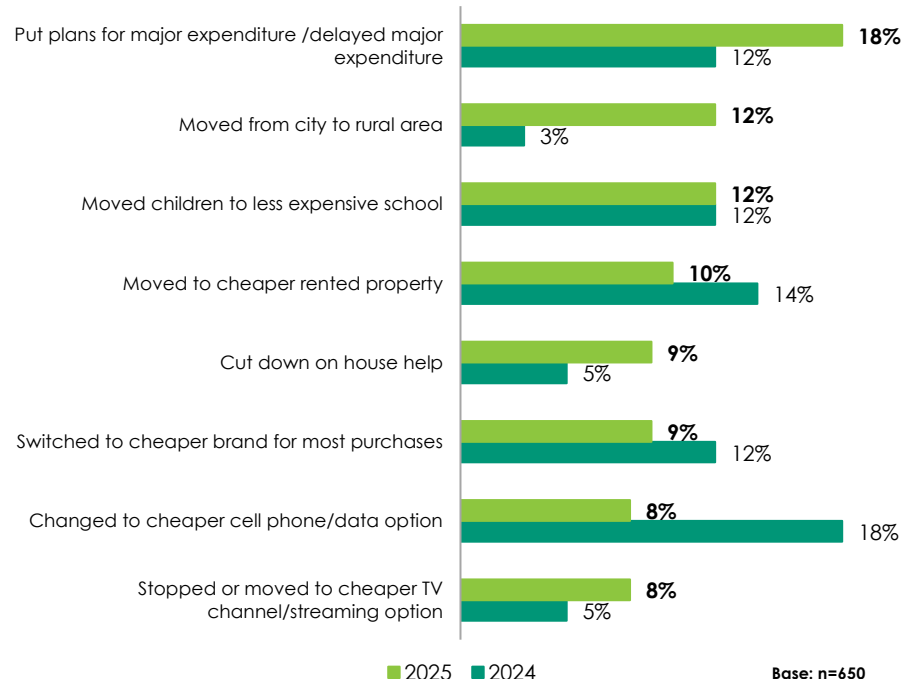


INCOME & EXPENSE MANAGEMENT

Despite the eased inflation, **Ghanaians remain cautious about spending**. Cost cutting has continued by putting plans for major expenditures on hold.

About 1 in 10 moved to more affordable areas (rural), moved to cheaper property as well as shifting children to less expensive schools.

Given financial pressures, how consumers have adapted their lifestyle



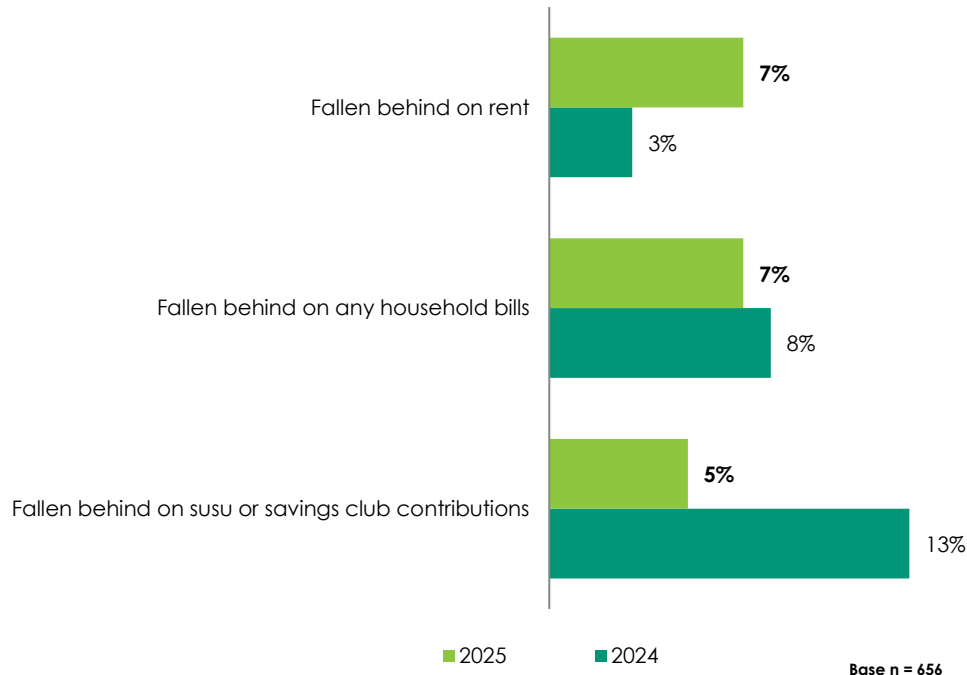


COPING MECHANISMS TREND - FALLEN BEHIND ON PAYMENTS

We see some easing on falling behind on payments relative to 2024, as Ghanaians work hard to navigate their expenses.



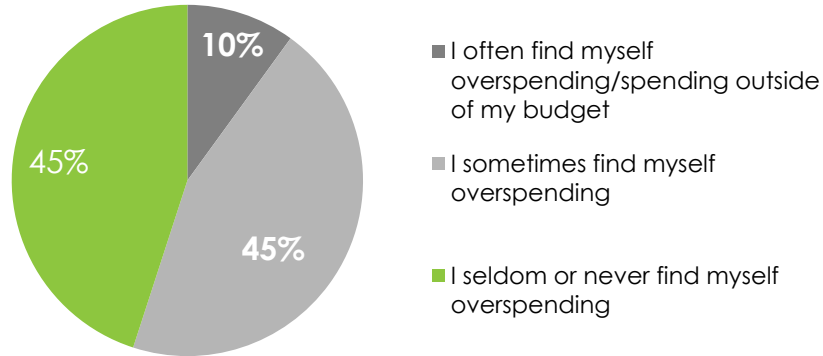
In the past year





BUDGET MANAGEMENT

Yet, more than 1 in every 2 working Ghanaians (55%) **still have the tendency to often or sometimes overspend.**



Less than half of working Ghanaians (47%) feel secure enough to handle unplanned expenses



MANAGING DEBT

Debt pressure eases

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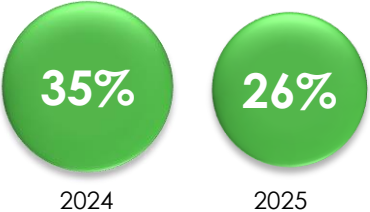


WORRY ABOUT DEBT

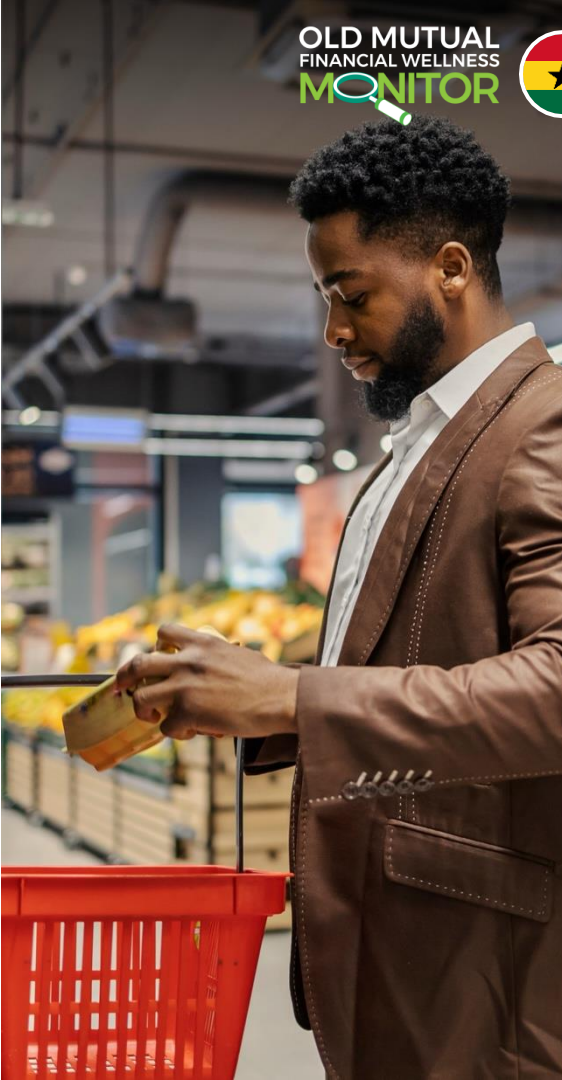
Ghanaian consumers are feeling less worried about debt relative to 2024, down to 26%. Those between the ages of 50-59 years old seem to worry significantly more about debt than the younger population.

This, given that 2025 saw a gradual but meaningful easing in borrowing costs, providing some respite for consumers.

Always or Often Worry about Debt



Worry about debt (always + often):	Total	GHS1 200 – GHS1 500	GHS1 501 – GHS3 000	GHS 3 001+	20 - 29 years	30 - 49 years	50 - 59 years	Male	Female
Weighted Base	656	287	234	135	131	394	131	328	328
2025	26%	26%	27%	23%	16%	26%	36%	27%	25%
Weighted Base	652	286	233	128	130	391	130	326	326
2024	35%	36%	33%	34%	31%	35%	37%	33%	37%

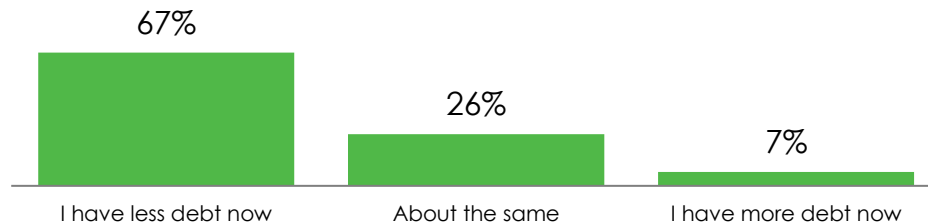




SHIFT IN DEBT LEVELS

67% have less debt than a year ago.

Debt compared to last year



Base n= 656



CREDIT TYPES CURRENTLY HELD

As regards credit vehicles, **a large percentage of Ghanaians still borrow from their circles of Trust (44%)**, just more than 1 in 10 have a loan from a formal financial services company (15%), from their Susu (12%), and from a microlender (10%).

While borrowing via most channels remained largely stable in the past year, **loans taken via mobile money increased notably from 22% in 2024 to 31%**, suggesting this may be an increasingly popular and accessible channel to obtain personal loans.

CURRENT CREDIT VEHICLES

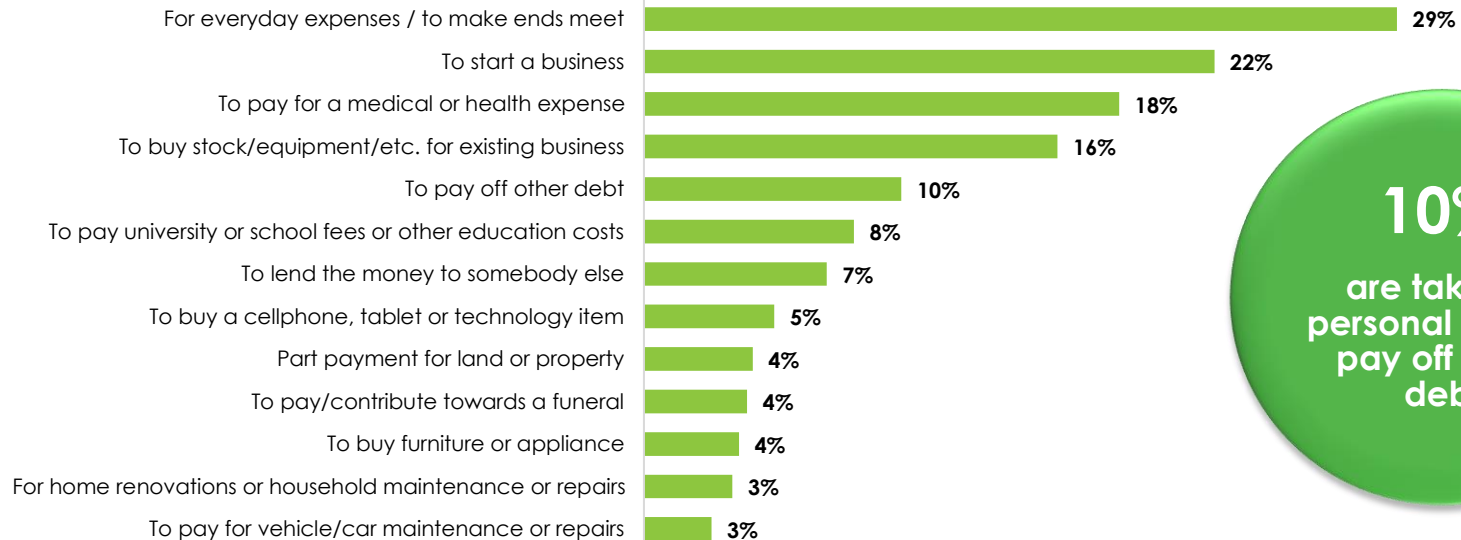
	2024	2025
Personal loan/money borrowed from a friend/family member	-	44%
Personal loan from a financial institution	13%	15%
Personal loan from a Susu	15%	12%
Personal loan from microlender	9%	10%
Loans from Mobile Money	22%	31%

Note: >5%+



PERSONAL LOAN REASONS

Almost a third of those who have personal loans indicated they borrowed money to cover daily expenses and needs, while 1 in 5 took loans for their business.



10%
are taking a
personal loan to
pay off other
debt

Base: Respondents with any personal loan 2025 n=494



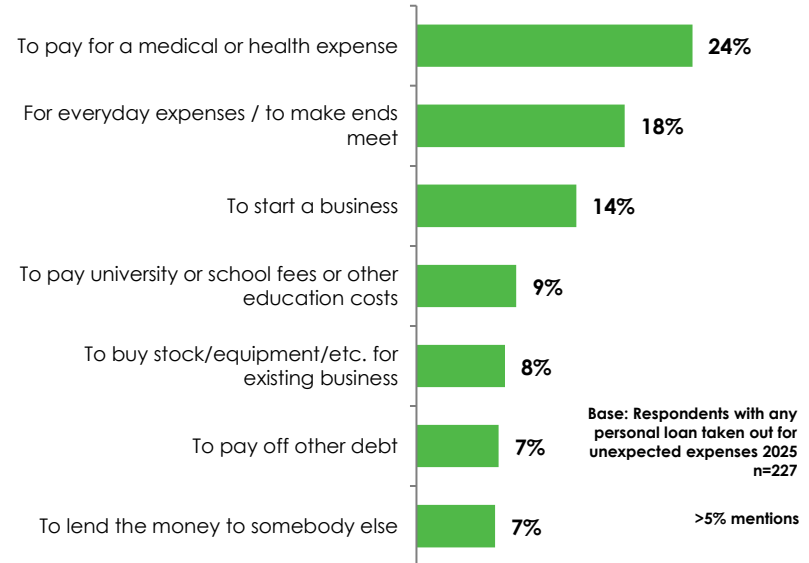
PERSONAL LOANS & UNEXPECTED EXPENSES

Approximately 46% of individuals remarked that the loan they acquired was due to unforeseen expenses.

The most common unexpected expenses were for medical/health reasons or to meet unexpected everyday expenses.



Unexpected Expenses

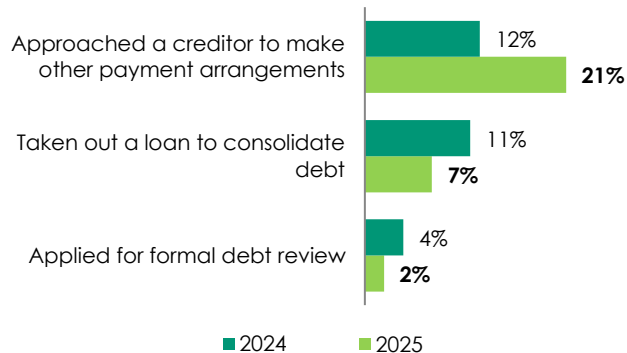




STEPS TAKEN TO ADDRESS DEBT

In the past year, 21% of consumers have addressed a debt challenge by approaching creditors (up by +9%), while a small percentage (7%) have taken out a loan to consolidate their debt.

Steps taken to address debt



Base: n =656

Given the favourable repayment climate, Debt servicing now makes up 9% of Ghanaian's household income allocation





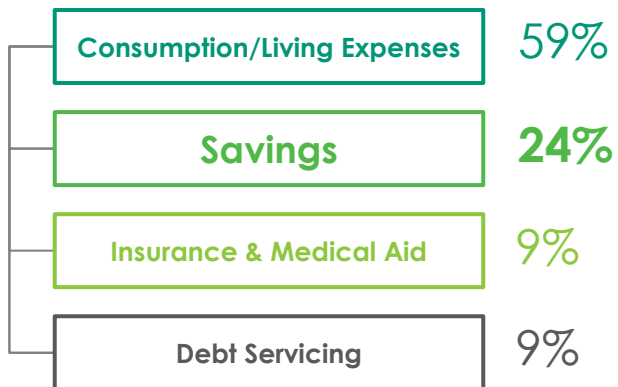
SAVINGS VEHICLES AND PRESERVATION

Savings Behaviour strengthens,
but is cautious and shorter-term



SAVINGS

Saving remains important to Ghanaians with 24% of their household allocation going toward savings.



3 of the top 5
financial
priorities are
savings related

Base n=656





SAVINGS VEHICLES

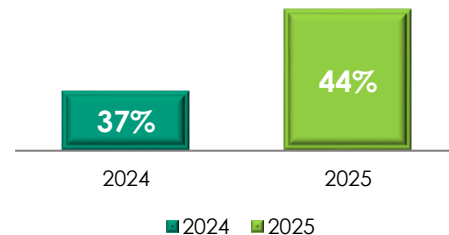
Bank accounts (57%), Mobile money, followed by informal savings vehicles such as Susus and unbanked cash savings are widely used.



...and 1 in 3 note
unbanked cash is a
significant part of their
savings.

More working
Ghanaians belong to a
Susu in the latest study,
now at 44%.

% who belong to a Susu

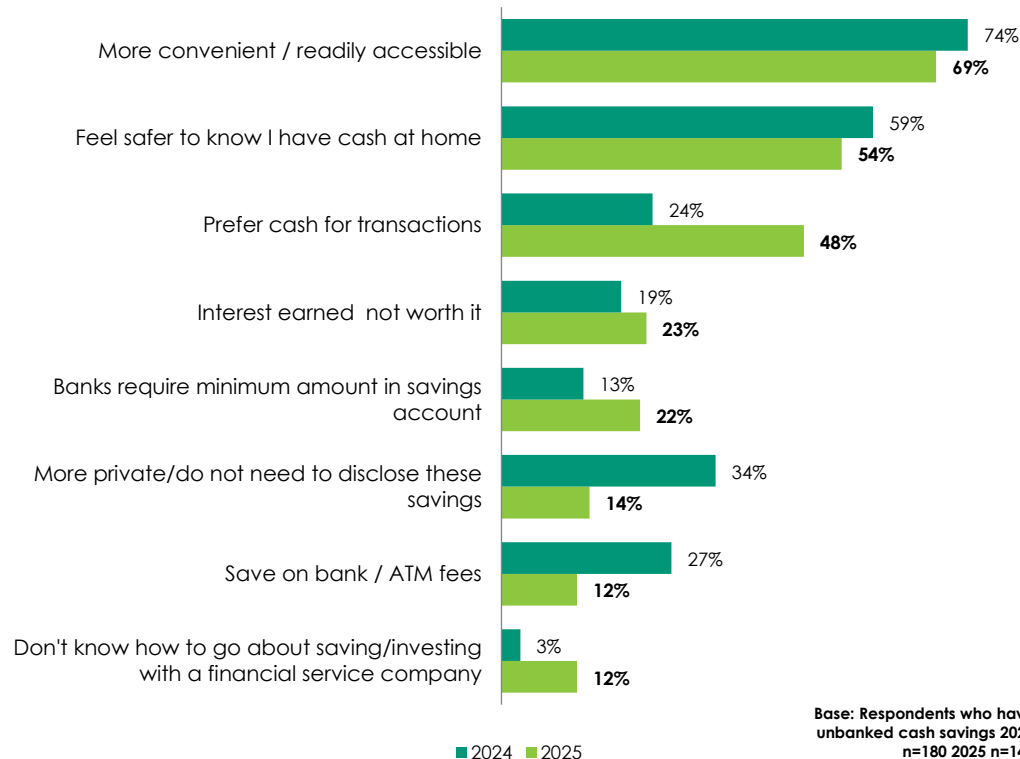


50% of working Ghanaians use
Mobile Money for Savings



UNBANKED CASH: MOTIVATION

Keeping funds unbanked continues to be driven by convenience, access and safety.



Base: Respondents who have unbanked cash savings 2024 n=180 2025 n=143



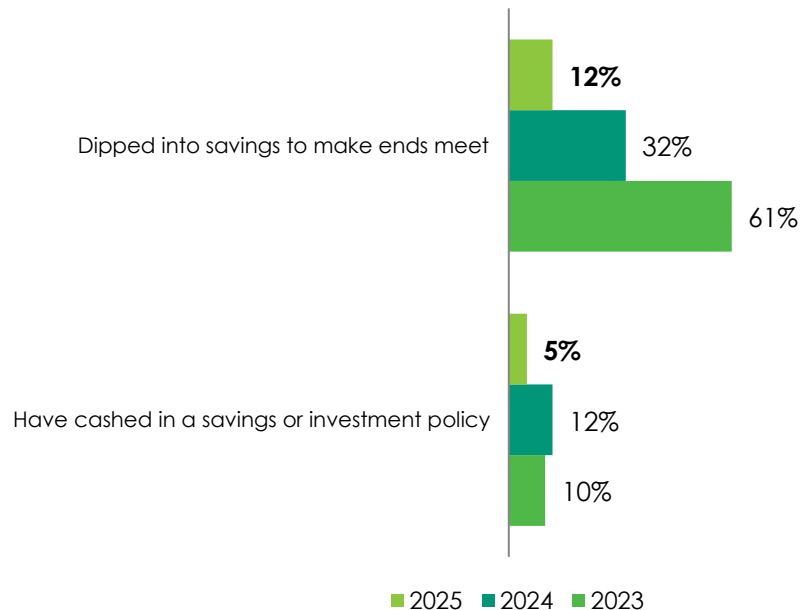
PRESERVING SAVINGS

Positively we see an effort in savings

preservation with just more than 1 in 10 who noted dipping into their savings to make ends meet, a notable decline over the last two years. Those cashing in on their investments are also on a downward trend from 10% in 2023 to 5% in 2025.

Ghanaians' increased saving preservation behaviour and low risk investment preference behaviours further highlight a market that is shifting from shorter-term survival behaviour to a more guarded recovery phase.

In the past year





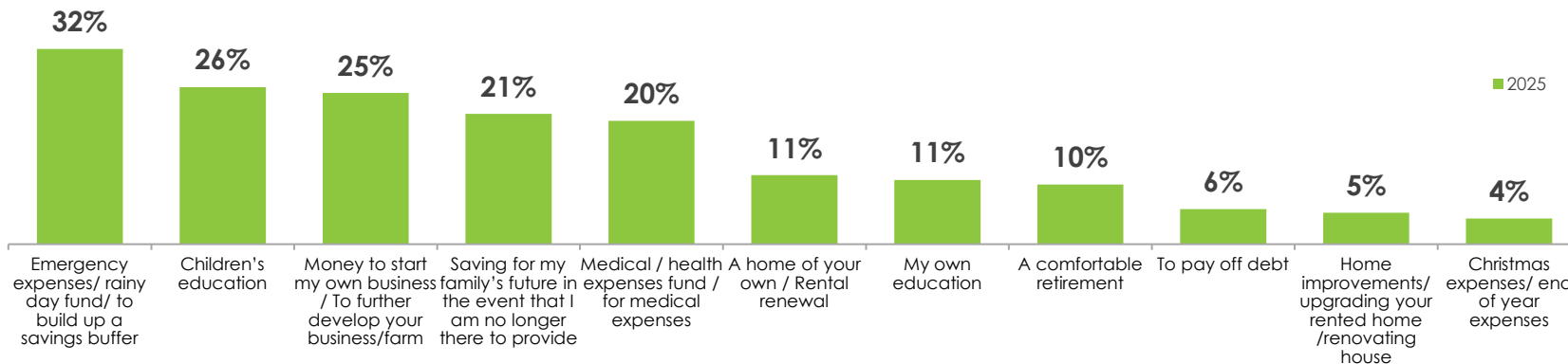
SAVINGS GOALS





SAVINGS GOALS

8 in 10 Ghanaians note having a savings goal in place. **Emergency savings leads, followed by saving for their children's education**, and saving for their business - all these top set goals reflecting provision of operational continuity rather than longer-term value creation, and sustainability.





SAVING FOR CHILDREN'S EDUCATION

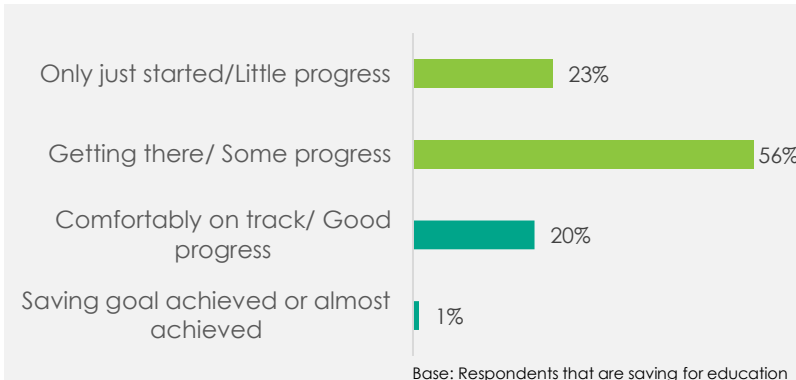




SAVING FOR CHILDREN'S EDUCATION

Saving for Education is the **second highest savings goal** noted by working Ghanaians with about **1 in 4 who cite this as a savings goal** (significantly higher amongst those with dependent children (62%).

Only 1 in 5 note they are comfortably on track for this savings goal.



26%

cite children's
education as a
savings goal

8%

of working
Ghanaians have
taken out a
personal loan for
this expense.

Almost 6 in 10 (57%) are saving for this goal through a bank, and 26% through a Susu.



LONG-TERM PREPAREDNESS GAPS

Just less than 1 in 5 working
Ghanaians strongly agree that
they are enabled to meet their
long-term financial goals

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RETIREMENT SAVINGS





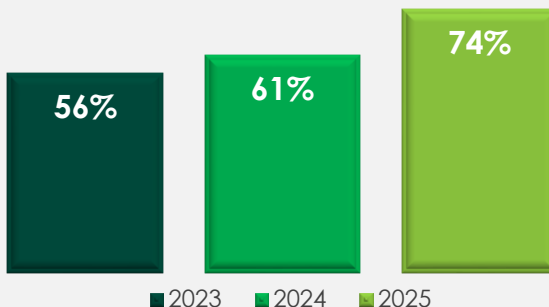
RETIREMENT SAVING & ADEQUACY

Despite most Ghanaians acknowledging that saving for retirement is important, **retirement as a savings goal ranks only 7th.**

Only 1 in 3 working Ghanaians say they have actively started saving for retirement.

74% lack confidence in the adequacy of their retirement savings, up by +18% since 2023.

% not confident they have enough savings for their retirement



92%
of working
Ghanaians agree
that saving for
retirement
is important



33%
of working
Ghanaians say
they have actively
started saving for
their Retirement



IMPORTANCE OF SAVING FOR RETIREMENT

The importance of saving for retirement among Ghanaians has increased from 83% in 2024 to 92% in 2025. This is an indication that more consumers are seeing the importance of retirement savings.

Importance to save for retirement	Total 2024	Total 2025	GHS1 200 – GHS1 500	GHS1 501 – GHS3 000	GHS 3001+	20 – 29 years	30 – 49 years	50-59 years	Male	Female
Weighted Base	652	656	287	234	135	131	394	131	328	328
Yes, it's important	83%	92%	89%	94%	93%	90%	92%	93%	92%	91%
No, I don't believe it's important	6%	3%	4%	2%	3%	4%	4%	1%	3%	4%
I haven't thought about it	10%	5%	6%	4%	4%	6%	4%	6%	5%	5%



PERCEPTIONS ON ADEQUACY OF RETIREMENT SAVINGS

Confidence in their perceived adequacy of their retirement savings remains low, with 74% who lack confidence in the adequacy of their retirement savings, even among those earning GHS 3001+.

How confident are you that you have enough savings for retirement?	Total	GHS1 200 – GHS1 500	GHS1 501 – GHS3 000	GHS 3001+
Weighted Base	656	287	234	135
1 - 6 (Not confident)	74%	76%	77%	66%
7 – 8	16%	13%	13%	25%
9 - 10 (Very confident)	10%	11%	10%	9%
Mean scores	4.9	4.7	4.8	5.3



REASONS FOR NOT SAVING FOR RETIREMENT

Driving the lack of action are **financial constraints** (32% noting) and the observed **more urgent shorter-term savings goals** noted in their top set.

Other indicators suggest a lack of understanding, trust in the industry, together with dependency on their children when they reach old age.

My children should look after me financially when I am old



I'm afraid of losing my money if the company providing my pension collapses



2025 2024



INVESTMENT RISK, CONFIDENCE AND ADVICE

Financial Confidence is
declining, Risk inclination
lowers, with gaps in Advice

OLD MUTUAL
FINANCIAL WELLNESS
MONITOR



INVESTMENT RISK INCLINATION

Investors tend to be more risk averse, with most avoiding substantial financial risk, where a decreasing trend is evident over the last 3 years from 24% in 2023 to 10% in 2025. Females tend to be more risk averse.

Financial risk inclination in investments	Total 2023	Total 2024	Total 2025
Weighted Base	508	652	656
Substantial financial risk expecting to earn substantial returns	24%	18%	10%
Above average financial risks expecting to earn above average returns	19%	19%	26%
Average financial risks expecting to earn average returns	14%	26%	25%
Not willing to take any financial risks	43%	36%	39%

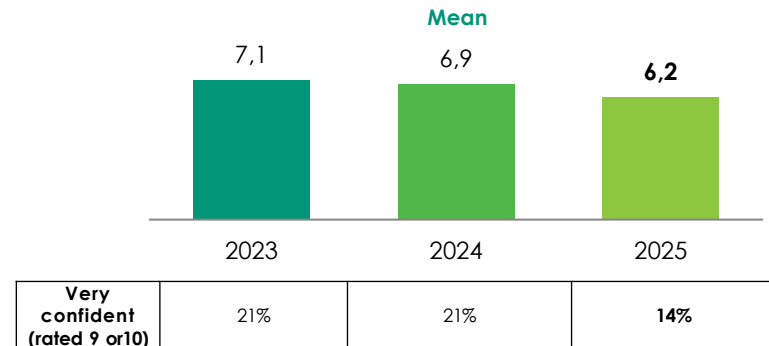


INVESTMENT CONFIDENCE

Ghanaians' confidence has markedly declined relative to 2024 from 21% to 14% who note being very confident, flagging a key area for support. This is further evidenced through a significant decline in those who set financial goals and keep track of their income and expenses.

Confidence is driven by having financial discipline, planning for the future, being financially knowledgeable, and saving consistently.

Investors with advisers are significantly more confident, with higher confidence at 21%.



1= Not at all Confident and 10 = Extremely Confident

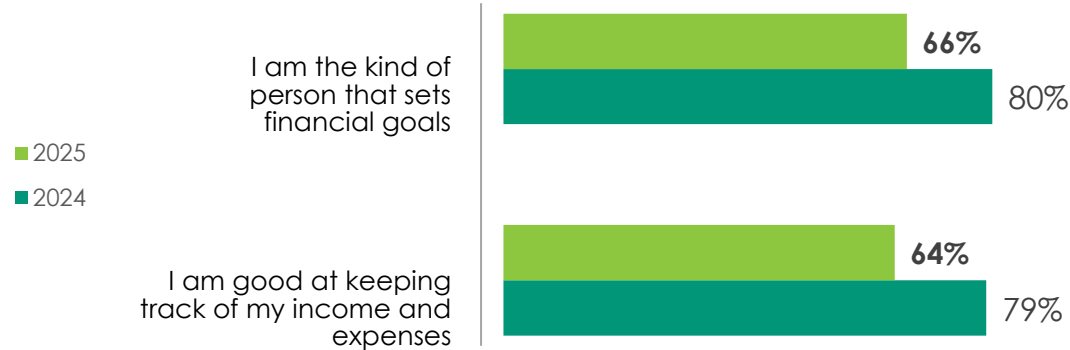
Drivers of Investment Confidence:

- Planning for unforeseen future (16%)
- Own financial discipline (14%)
- Knowledge of investments (12%)
- Financial Literacy (11%)
- Consistently saving (11%)

Base: Those confident n =268



INDICATORS OF DECLINING CONFIDENCE



Lower investment confidence is further evidenced through a significant decline in those who set financial goals and keep track of their income and expenses.



FINANCIAL ADVICE

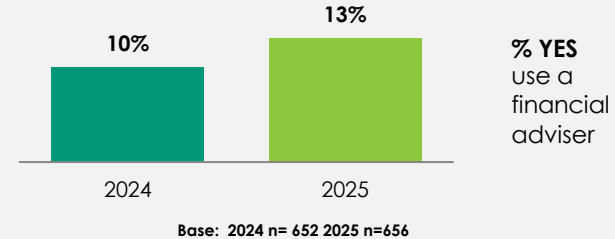
Just more than 1 in 10 Ghanaians use a financial adviser.

Encouragingly, almost 6 in 10 agree that financial advisers will provide 'value for money' advice.

Furthermore, almost 1 in 2 are not always sure whom to turn to for financial advice.

Given the lower levels of investment confidence, there exists an opportunity to encourage consumers to tap into financial advisers for financial guidance.

Do you use a financial adviser?



47%

are not always
sure whom
to turn to
regarding their
finances



ENTREPRENEURSHIP

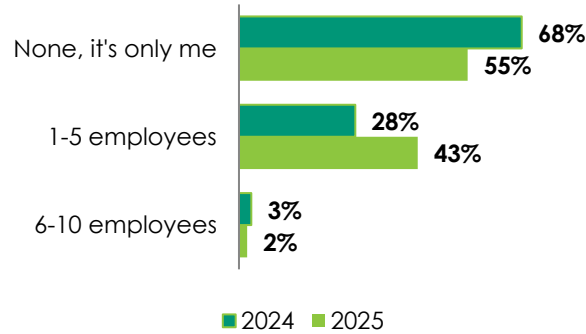
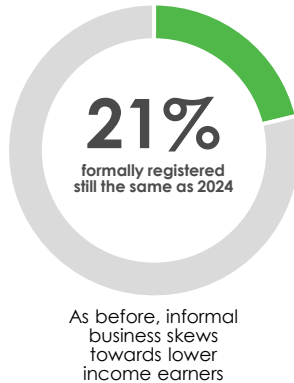
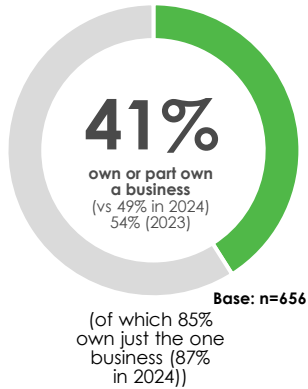
Entrepreneurship remains key

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MONITOR



OWN BUSINESS

Entrepreneurship forms a very significant part of Ghanaian consumers' lives, with 41% of these working consumers who own or part-own a business, higher in the informal sector (44% vs. 36% in the formal sector). More than half are one-person businesses.



Base: Respondents who own a business n=272



The majority (75%) of entrepreneurs are in the informal sector.

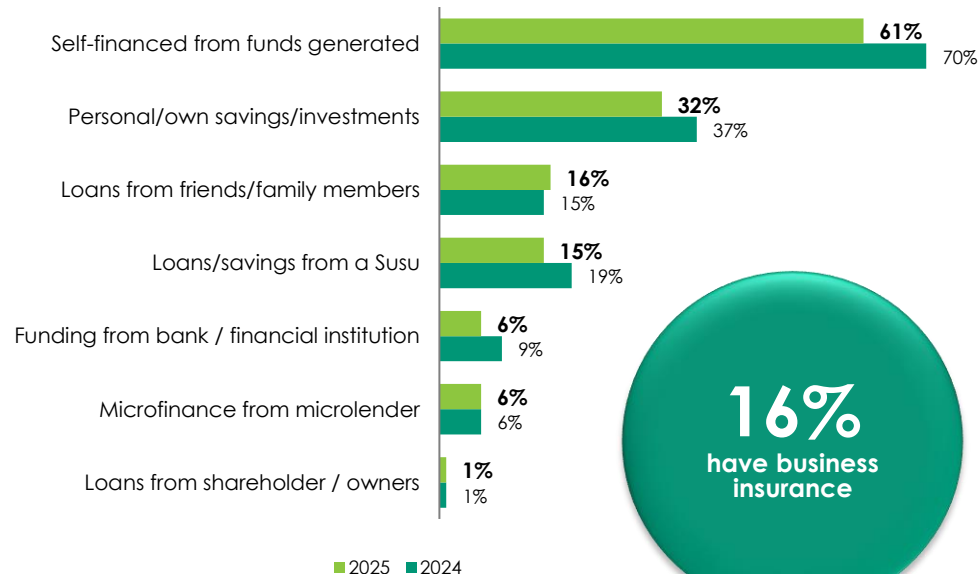
Most remain either one man shows or micro in terms of workforce.



BUSINESS FUNDING

As regards funding for their business, as before, **Ghanaian entrepreneurs show self-reliance as they either fund their business through profits of their business (61%) or through personal savings and investments (34%),** and if they do turn to a third party to assist, it is more likely their circles of trust - loans from friends and family (16%) or via a Susu (15%).

Fewer than 1 in 10 entrepreneurs (6%) noted financing their business through a financial services company – higher (13%) among entrepreneurs in the formal sector.



Base: 2024 n= 318; 2023 n=272



MOBILE MONEY

Mobile Money continues to be extensively used for transactions, savings and lending



MOBILE MONEY USAGE

There is 100% usage of Mobile money.



82%

of working Ghanaians make frequent use of mobile money

16%

of consumers use mobile money offered by telecoms companies, by far the biggest financial service in Ghana.

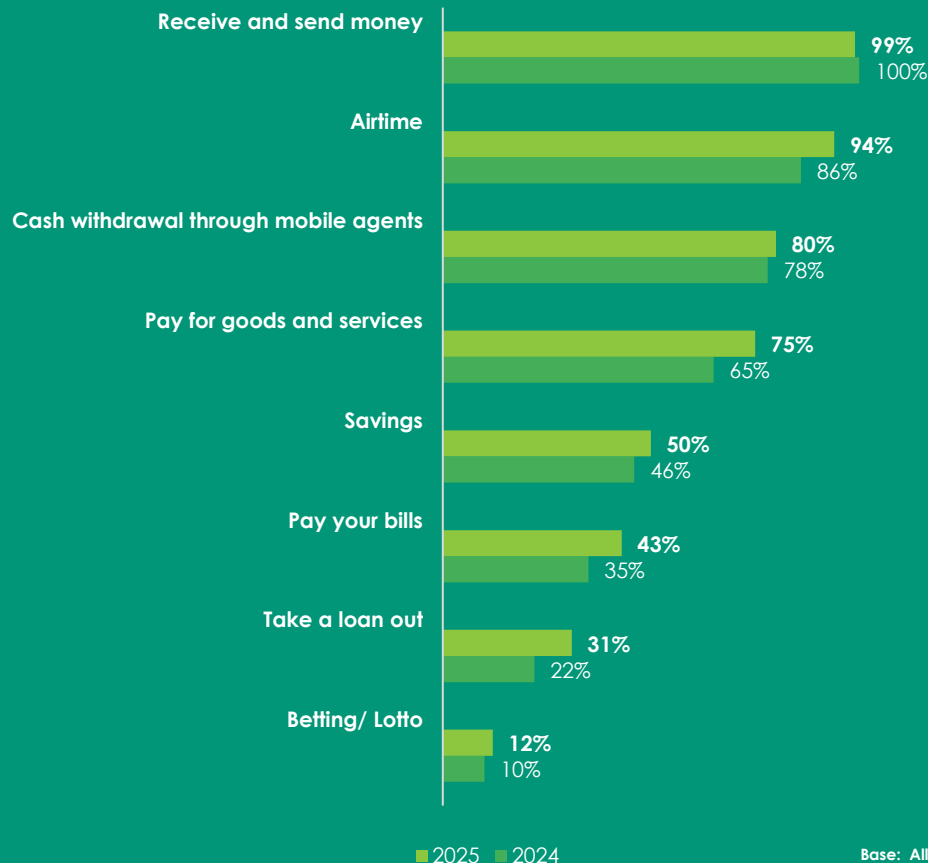
	Total	GHS1 200 - GHS1 500	GHS1 501 - GHS3 000	GHS 3001+	20 – 29 years	30 – 49 years	50-59 years	Male	Female
Weighted Base	656	287	234	135	131	394	131	328	328
Yes, all the time	82%	81%	84%	80%	88%	82%	74%	83%	81%
Yes, now and again	18%	19%	15%	19%	12%	18%	24%	17%	19%



MOBILE MONEY USAGE DRIVERS

Transactions conducted via mobile money are high. Almost everyone uses mobile phones to send and receive money and pay for airtime.

1 in 2 utilise this for savings, and almost a third for shorter-term loans.





FINANCIAL WELLBEING

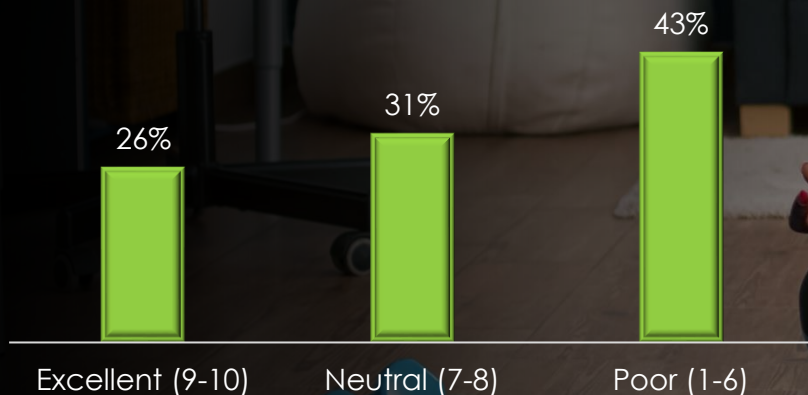
Overall Wellness is low, with those who have financial freedom being minimal

OLD MUTUAL
FINANCIAL WELLNESS
MONITOR



OVERALL FINANCIAL WELLBEING

More than 4 in 10 Ghanaians still rate their overall wellbeing as poor.



Actions that would improve financial wellbeing other than income:

- Financial discipline to manage expenses
- Starting a new business/ grow existing business
- More savings and investments



OVERALL WELLBEING

More than 4 in 10 Ghanaians still rate their overall wellbeing as poor, with a clear link between wellbeing and income—52% of those earning between GHS 1,200 and GHS 1,500 describe their wellbeing as poor versus 30% of those earning GHS 3k+.

Furthermore, only 13% strongly agreed that they have the financial freedom to enjoy their lives.

Overall wellbeing	Total 2025	GHS 1 200 – GHS1 500	GHS 1 501 – GHS3 000	GHS 3001+
Weighted Base	656	287	234	135
9-10 Excellent wellbeing	26%	23%	30%	27%
7-8 Neutral wellbeing	31%	25%	31%	43%
1-6 Poor wellbeing	43%	52%	40%	30%

“Have the financial freedom to make choices that allow me to enjoy my life/pursue my passions without too much financial pressure”	Total 2025
Weighted Base	656
Strongly agree	13%
Slightly Agree	38%
Neither	24%
Disagree Slightly	18%
Strongly Disagree	7%



CONCLUSION





- There is a clear shift in financial behaviour amongst working Ghanaians, as they transition **beyond survival to a phase of optimism and measured financial recovery.**
- Ghanaians have become more intentional about money, **actively reshaping how they live, spend, and save.**
- Their **shorter-term savings mindset however does mask the long-term vulnerability** as the research reveals serious gaps in long-term financial preparedness. While Ghanaians feel more hopeful, **most remain ill-equipped for the future.**
- **Retirement planning and investing is largely absent**, savings are often informal, and very few people receive professional financial advice — **creating a deep-seated fragility beneath the current recovery.**
- Furthermore, the more cautious financial behaviour is limiting Ghanaians from saving optimally, underpinned by the **lack of confidence and trust** in the formal financial systems.
- It is evident that working **Ghanaians need guidance to achieve both operational continuity as well as long-term financial sustainability.**
- **Strengthening trust in the formal financial system and offering clear financial guidance to pivot Ghanaians toward a mindset of longer-term preparedness will empower working Ghanaians to achieve lasting financial stability and ultimately unlock financial wellness.**



THANK YOU