



Euromonitor
International

Nicotine in Côte d'Ivoire

September 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Société Ivoirienne De Tabac Faces Stagnation as Anti-Tobacco Laws Reshape Consumption

Regulation and Taxation Accelerate Shift to Illicit and Value Offerings

Public-Space Bans and Plain Packaging Erode Brand Power and Access

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Small Local Grocers Expected to Retain Influence as Regulation Limits Brand Building

Chart 4 - Analyst Insight for Nicotine

Youth Openness to Alternatives Prompts Cautious Innovation in Nicotine Pouches and E-Vapour

Chart 5 - Forecast Volume Sales 2020-2030

Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Société Ivoirienne De Tabac Defends Lead as Tax Shock Fuels Down-Trading

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Small Local Grocers Capture Value Buyers as Tax Drives Shift

Regulatory Bans Eliminate Online Sales and Digital Competition

PRODUCTS

Government Crackdowns Reshape Product Visibility and Consumer Access

Crackdowns on Young Adult-Targeted Formats Stifle New Product Momentum

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 9 - Legislation Summary at a Glance

Smoking Prevalence

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 10 - Economic Context for Nicotine

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Nicotine

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Cigarettes in Côte d'Ivoire

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigarettes Summary

INDUSTRY PERFORMANCE

Despite Strong Economic Growth, Cigarette Volume Sales Are Constrained

Regulatory Clampdown and Pricing Reshape Consumer Behaviour

Chart 17 - Volume Sales 2020-2030

WHAT'S NEXT?

Société Ivoirienne De Tabac Expected to Maintain Pricing as Tax Hikes Drive Consumers to Informal Sales

Illicit Trade Anticipated to Capitalise on Policy Gaps as Premium Brands Lose Ground

Affordability Pressures and Regulatory Tightening Set to Reshape Consumer Spending

Chart 18 - Forecast Volume Sales 2020-2030

COMPETITIVE LANDSCAPE

Société Ivoirienne De Tabac Leverages Local Production to Strengthen Brand Leadership

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Small Local Grocers Expand Reach as Smokers Seek Convenience

Regulations Block E-Commerce, Keeping Sales Offline and Informal

Chart 21 - Retail Channels 2020-2025

TAXATION AND PRICING

Taxation Rates

Chart 22 - Cigarette Price Band Definitions

ECONOMIC CONTEXT

Chart 23 - Economic Context for Cigarettes

Chart 24 - Real Gdp Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Cigarettes

Chart 27 - Population 2020-2030

Chart 28 - Consumer Expenditure 2020-2030

Chart 29 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Cigars, Cigarillos and Smoking Tobacco in Côte d'Ivoire

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Nakhla and Al Fakher Adapt as Smoking Tobacco Leads Amid Value-Seeking Behaviour

Public-Space Bans and Plain Packaging Limit Usage and Brand Visibility

Chart 30 - Volume Sales 2020-2030

Chart 31 - Volume Sales by Category 2025

WHAT'S NEXT?

Urban Young Adults Expected to Drive Shisha Surge as Value Options Expand

Café Culture and Young Adult Adoption Anticipated to Transform Product Demand

Chart 32 - Forecast Volume Sales 2020-2030

Chart 33 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nakhla Secures Lead through Brand Equity and Consumer Trust

CHANNELS

Legal Ban on E-Commerce Channels Keeps Sales Store-Based

ECONOMIC CONTEXT

Chart 34 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Côte d'Ivoire](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Retailers Adapt to Stricter Controls as E-Vapour Leads in Volume

Government Expands Smoke-Free Decree to Cover New Nicotine Formats

Traditional Formats Face Low Uptake as Regulations Tighten Further

Chart 41 - Volume Sales 2020-2030

Chart 42 - Volume Sales by Category 2025

WHAT'S NEXT?

E-Vapour Products Expected to Sustain Lead as New Launches Stall

Stringent Controls Anticipated to Curb Innovation and Shape Future Product Mix

Chart 43 - Forecast Volume Sales 2020-2030

Chart 44 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Société Ivoirienne Des Tabacs and British American Tobacco Côte D'Ivoire Preserve Reach through Small Local Grocers

CHANNELS

Small Local Grocers Maintain Dominance as Impulse Sales Decline

ECONOMIC CONTEXT

Chart 45 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 46 - Real Gdp Growth 2020-2030

Chart 47 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 48 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 49 - Population 2020-2030

Chart 50 - Consumer Expenditure 2020-2030

Chart 51 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/nicotine-in-cote-divoire/report.