



# Home Care in Côte d'Ivoire

May 2026

Table of Contents

## EXECUTIVE SUMMARY

2025 Development

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

### INDUSTRY PERFORMANCE

Laundry Care Drives Growth with Affordable Multifunctionality

Evolving Product Formats and Sensory Appeal Drive Sales

Chart 2 - Value Sales of Home Care 2020-2030

Chart 3 - Volume Sales of Home Care 2020-2030

Chart 4 - Value Sales of Home Care by Category 2025

### WHAT'S NEXT?

Home Care Market to Grow Amidst Urbanisation

Price Sensitivity to Challenge Established Brands

Chart 5 - Analyst Insight for Home Care

Competition to Intensify with New Brands and Private Label Growth

Chart 6 - Forecast Value Sales of Home Care 2020-2030

Chart 7 - Forecast Value Sales of Home Care by Category 2025-2030

### COMPETITIVE LANDSCAPE

Sipro-Chim Sa Strengthens Position with Competitive Pricing

Chart 8 - Company Shares of Home Care 2025

Chart 9 - Brand Shares of Home Care 2025

### CHANNELS

Small Local Grocers Lead Retail Sales with Widespread Presence

Chart 10 - Retail Channels for Home Care 2020-2025

### ECONOMIC CONTEXT

Chart 11 - Economic Context for Home Care

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 14 - Consumer Context for Home Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Air Care Summary

### INDUSTRY PERFORMANCE

Rising Demand for Air Care Products Driven by Urbanisation

Spray/Aerosol Air Fresheners Dominate, While Car Air Fresheners Experience Dynamic Growth

Chart 18 - Value Sales of Air Care 2020-2030

Chart 19 - Volume Sales of Air Care 2020-2030

Chart 20 - Value Sales of Air Care by Category 2025

#### WHAT'S NEXT?

Rising Incomes and Urbanisation Anticipated to Drive Premium Air Care Sales

Spray/Aerosol Air Fresheners Set to Remain Dominant, While Car Air Fresheners Grow

Premiumisation and Product Innovation Set to Shape Future Sales

Chart 21 - Forecast Value Sales of Air Care 2020-2030

Chart 22 - Forecast Value Sales of Air Care by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Sc Johnson & Son Inc Maintains Lead through Premium Offerings

Chart 23 - Company Shares of Air Care 2025

Chart 24 - Brand Shares of Air Care 2025

#### CHANNELS

Grocery Retailers Lead Air Care Distribution with Significant Share

Small Local Grocers Decline as Retail E-Commerce Grows Slowly

Chart 25 - Retail Channels for Air Care 2020-2025

#### ECONOMIC CONTEXT

Chart 26 - Economic Context for Air Care

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 29 - Consumer Context for Air Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Bleach in Côte d'Ivoire](#)

#### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Bleach Summary

#### INDUSTRY PERFORMANCE

Strong Growth in Bleach Sales Driven by Urbanisation and Increased Hygiene Awareness

Chart 33 - Value Sales of Bleach 2020-2030

Chart 34 - Volume Sales of Bleach 2020-2030

#### WHAT'S NEXT?

Rising Urban Population and Income Anticipated to Drive Bleach Sales

Chart 35 - Forecast Value Sales of Bleach 2020-2030

#### COMPETITIVE LANDSCAPE

Sipro-Chim Sa and Elite Cosmetics Sa Lead Market Share

Chart 36 - Company Shares of Bleach 2025

Chart 37 - Brand Shares of Bleach 2025

## CHANNELS

Small Local Grocers Dominate Bleach Sales in Côte D'ivoire  
Supermarkets Experience Significant Growth, Driven by Convenience  
Limited Role of Retail E-Commerce in Bleach Sales  
Chart 38 - Retail Channels for Bleach 2020-2025

## ECONOMIC CONTEXT

Chart 39 - Economic Context for Bleach  
Chart 40 - Real Gdp Growth 2020-2030  
Chart 41 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 42 - Consumer Context for Bleach  
Chart 43 - Population 2020-2030  
Chart 44 - Consumer Expenditure 2020-2030  
Chart 45 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Dishwashing in Côte d'Ivoire](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Dishwashing Summary

### KEY INDUSTRY TRENDS

Chart 46 - Key Industry Trends for Dishwashing

### INDUSTRY PERFORMANCE

Growth Driven by Evolving Product Formats  
Health and Wellness Trend Drives Demand for Safer Products  
Mood-Boosting Ingredients Enhance Hand Dishwashing  
Chart 47 - Value Sales of Dishwashing 2020-2030  
Chart 48 - Volume Sales of Dishwashing 2020-2030  
Chart 49 - Value Sales of Dishwashing by Category 2025

### WHAT'S NEXT?

Affordability and Local Products to Drive Dishwashing Growth  
Chart 50 - Analyst Insight for Dishwashing  
Convenience and Multifunctionality to Shape Consumer Decisions  
Chart 51 - Forecast Value Sales of Dishwashing 2020-2030  
Chart 52 - Forecast Value Sales of Dishwashing by Category 2025-2030

### COMPETITIVE LANDSCAPE

Sipro-Chim Sa Maintains Lead through Strong Brand Recognition  
Chart 53 - Company Shares of Dishwashing 2025  
Chart 54 - Brand Shares of Dishwashing 2025

## CHANNELS

Supermarkets Increase Dishwashing Sales with Wide Product Range  
E-Commerce Gains Traction among Affluent Urban Consumers  
Chart 55 - Retail Channels for Dishwashing 2020-2025

## ECONOMIC CONTEXT

Chart 56 - Economic Context for Dishwashing

Chart 57 - Real Gdp Growth 2020-2030

Chart 58 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 59 - Consumer Context for Dishwashing

Chart 60 - Population 2020-2030

Chart 61 - Consumer Expenditure 2020-2030

Chart 62 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Côte d'Ivoire](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Home Insecticides Summary

## INDUSTRY PERFORMANCE

Rising Demand for Home Insecticides Drives Sales Growth

Spray/Aerosol Insecticides Dominate Sales in a Growing Market

Chart 63 - Value Sales of Home Insecticides 2020-2030

Chart 64 - Volume Sales of Home Insecticides 2020-2030

Chart 65 - Value Sales of Home Insecticides by Category 2025

## WHAT'S NEXT?

Urbanisation and Rising Income Expected to Drive Future Sales Growth

Spray/Aerosol Insecticides Set to Maintain Largest Share

Chart 66 - Forecast Value Sales of Home Insecticides 2020-2030

Chart 67 - Forecast Value Sales of Home Insecticides by Category 2025-2030

## COMPETITIVE LANDSCAPE

Sc Johnson & Son Inc Maintains Lead with Stable Share

Chart 68 - Company Shares of Home Insecticides 2025

Chart 69 - Brand Shares of Home Insecticides 2025

## CHANNELS

Grocery Retailers Lead Home Insecticides Distribution in Côte D'ivoire

Supermarkets Drive Growth in Home Insecticides Sales through Modern Retail

Retail E-Commerce Plays a Limited Role in Home Insecticides Distribution

Chart 70 - Retail Channels for Home Insecticides 2020-2025

## ECONOMIC CONTEXT

Chart 71 - Economic Context for Home Insecticides

Chart 72 - Real Gdp Growth 2020-2030

Chart 73 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 74 - Consumer Context for Home Insecticides

Chart 75 - Population 2020-2030

Chart 76 - Consumer Expenditure 2020-2030

Chart 77 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Laundry Care in Côte d'Ivoire](#)

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Laundry Care Summary

### KEY INDUSTRY TRENDS

Chart 78 - Key Industry Trends for Laundry Care

### INDUSTRY PERFORMANCE

Affordable Formats Drive Laundry Care Growth

Multifunctionality Trend Visible in Laundry Detergent Sales

Sustainability Gains Traction among Younger Consumers

Chart 79 - Value Sales of Laundry Care 2020-2030

Chart 80 - Volume Sales of Laundry Care 2020-2030

Chart 81 - Value Sales of Laundry Care by Category 2025

### WHAT'S NEXT?

Urban Growth to Drive Laundry Care Sales

Chart 82 - Analyst Insight for Laundry Care

Multifunctionality and Affordability to Remain Key Influencers

Sustainability to Drive Future Innovation

Chart 83 - Forecast Value Sales of Laundry Care 2020-2030

Chart 84 - Forecast Value Sales of Laundry Care by Category 2025-2030

### COMPETITIVE LANDSCAPE

Unilever Group and Local Players Drive Competitive Landscape

Chart 85 - Company Shares of Laundry Care 2025

Chart 86 - Brand Shares of Laundry Care 2025

### CHANNELS

Small Local Grocers Dominate Laundry Care Sales

Modern Retailers Expand into Rural Areas

Chart 87 - Retail Channels for Laundry Care 2020-2025

### ECONOMIC CONTEXT

Chart 88 - Economic Context for Laundry Care

Chart 89 - Real Gdp Growth 2020-2030

Chart 90 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 91 - Consumer Context for Laundry Care

Chart 92 - Population 2020-2030

Chart 93 - Consumer Expenditure 2020-2030

Chart 94 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Polishes in Côte d'Ivoire](#)

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Polishes Summary

## INDUSTRY PERFORMANCE

Growth in Polishes Driven by Rising Urban Income

Shoe Polish Remains Largest Contributor to Sales

Furniture Polish Drives Dynamic Growth

Chart 95 - Value Sales of Polishes 2020-2030

Chart 96 - Volume Sales of Polishes 2020-2030

Chart 97 - Value Sales of Polishes by Category 2025

## WHAT'S NEXT?

Shoe Polish Drives Sales as Urban Incomes Rise

Furniture Polish Emerges as a Fast-Growing Product

Chart 98 - Forecast Value Sales of Polishes 2020-2030

Chart 99 - Forecast Value Sales of Polishes by Category 2025-2030

## COMPETITIVE LANDSCAPE

Sc Johnson & Son Maintains Dominant Position with Stable Share

Chart 100 - Company Shares of Polishes 2025

Chart 101 - Brand Shares of Polishes 2025

## CHANNELS

Small Local Grocers Dominate Sales of Polishes with Strong Presence

Retail E-Commerce Plays Minor Role in Polishes Sales

Chart 102 - Retail Channels for Polishes 2020-2025

## ECONOMIC CONTEXT

Chart 103 - Economic Context for Polishes

Chart 104 - Real Gdp Growth 2020-2030

Chart 105 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 106 - Consumer Context for Polishes

Chart 107 - Population 2020-2030

Chart 108 - Consumer Expenditure 2020-2030

Chart 109 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Surface Care in Côte d'Ivoire](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Surface Care Summary

## KEY INDUSTRY TRENDS

Chart 110 - Key Industry Trends for Surface Care

## INDUSTRY PERFORMANCE

Strong Growth Driven by Infrastructure and Consumer Spending

Home Care Disinfectants Drive Sales with Health Focus

Mood-Boosting Ingredients Influence Purchasing Decisions

Chart 111 - Value Sales of Surface Care 2020-2030

Chart 112 - Volume Sales of Surface Care 2020-2030

Chart 113 - Value Sales of Surface Care by Category 2025

#### WHAT'S NEXT?

Urbanisation and Rising Incomes to Boost Surface Care Demand

Chart 114 - Analyst Insight for Surface Care

Increasingly Selective Consumers to Prioritise Wellness

Chart 115 - Forecast Value Sales of Surface Care 2020-2030

Chart 116 - Forecast Value Sales of Surface Care by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Unilever Group and Sipro-Chim Sa Maintain Lead through Strong Branding

Chart 117 - Company Shares of Surface Care 2025

Chart 118 - Brand Shares of Surface Care 2025

#### CHANNELS

Small Local Grocers Dominate Surface Care Sales through Accessibility

Chart 119 - Retail Channels for Surface Care 2020-2025

#### ECONOMIC CONTEXT

Chart 120 - Economic Context for Surface Care

Chart 121 - Real Gdp Growth 2020-2030

Chart 122 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 123 - Consumer Context for Surface Care

Chart 124 - Population 2020-2030

Chart 125 - Consumer Expenditure 2020-2030

Chart 126 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Toilet Care in Côte d'Ivoire](#)

#### KEY DATA INSIGHTS

##### 2025 DEVELOPMENTS

Toilet Care Summary

#### INDUSTRY PERFORMANCE

Strong Growth in Toilet Care Sales Driven by Urbanisation

Toilet Liquids/Foam Dominates Toilet Care in Côte D'ivoire

Chart 127 - Value Sales of Toilet Care 2020-2030

Chart 128 - Volume Sales of Toilet Care 2020-2030

Chart 129 - Value Sales of Toilet Care by Category 2025

#### WHAT'S NEXT?

Consumers Anticipated Drive Growth in Toilet Care through Hygiene Awareness

Toilet Liquids/Foam Maintains Dominance through Consumer Preference

Chart 130 - Forecast Value Sales of Toilet Care 2020-2030

Chart 131 - Forecast Value Sales of Toilet Care by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Bolton Manitoba Spa and Sc Johnson & Son Inc Lead Market Share

Chart 132 - Company Shares of Toilet Care 2025

Chart 133 - Brand Shares of Toilet Care 2025

## CHANNELS

Grocery Retailers Lead Toilet Care Sales with Strong Presence

Small Local Grocers Remain Significant Despite Declining Share

Retail E-Commerce Has Limited Presence in Toilet Care Sales

Chart 134 - Retail Channels for Toilet Care 2020-2025

## ECONOMIC CONTEXT

Chart 135 - Economic Context for Toilet Care

Chart 136 - Real Gdp Growth 2020-2030

Chart 137 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 138 - Consumer Context for Toilet Care

Chart 139 - Population 2020-2030

Chart 140 - Consumer Expenditure 2020-2030

Chart 141 - 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/home-care-in-cote-divoire/report](http://www.euromonitor.com/home-care-in-cote-divoire/report).