



Euromonitor  
International

# Deodorants in Côte d'Ivoire

July 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Deodorants Summary

### INDUSTRY PERFORMANCE

Steady Retail Value Growth Driven by Economic Expansion and Consumer Expenditure Increase

Digital Commerce and Lifestyle Branding Propel Sprays to Forefront

Sivop and Nivea Leverage Lifestyle and Clean Formulations to Deepen Consumer Engagement

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

### WHAT'S NEXT?

Urban Consumers Drive Demand for Long-Lasting and Affordable Deodorants

Deodorant Sprays Lead Value Sales While Roll-Ons Show Fast Growth Momentum

Brands Embracing Skin Care and Lifestyle Trends Deepen Consumer Engagement

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Unilever Côte D'Ivoire Sa and Beiersdorf Ag Sustain Dominance through Stable Market Shares

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

### CHANNELS

Small Local Grocers and Supermarkets Lead Due to Consumer Convenience

Chart 8 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 9 - Economic Context for Deodorants

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 12 - Consumer Context for Deodorants

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Côte d'Ivoire - Industry Overview

### EXECUTIVE SUMMARY

2025 Developments

### KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Beauty and Personal Care

### INDUSTRY PERFORMANCE

Consumer Spending Growth and Digital Engagement Propel Market Expansion

Bath and Shower Leads in Value, While Depilatories Shows Dynamic Growth

Ivorian Brands Champion Inclusivity and Clean Beauty to Capture Loyalty

Chart 17 - Value Sales 2020-2030

Chart 18 - Volume Sales 2020-2030

Chart 19 - Value Sales by Category 2025

## WHAT'S NEXT?

Ivorian Brands Leverage Digital Channels to Boost Growth and Loyalty

Local Ingredient-Focused Products Accelerate Growth in Colour Cosmetics, Oral Care Becomes Largest

Health-Conscious and Sustainable Preferences Reshape Product Innovation and Business Models

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions through Local Partnerships and Functional Focus

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

## CHANNELS

Large Retailers and Social Commerce Drive Growth

Chart 24 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 25 - Economic Context for Beauty and Personal Care

Chart 26 - Real GDP Growth 2020-2030

Chart 27 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 28 - Consumer Context for Beauty and Personal Care

Chart 29 - Population 2020-2030

Chart 30 - Consumer Expenditure 2020-2030

Chart 31 - 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/deodorants-in-cote-divoire/report](http://www.euromonitor.com/deodorants-in-cote-divoire/report).

