



Premium Beauty and Personal Care in Côte d'Ivoire

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Affluent Consumers Drive Steady Growth Amid Rising Purchasing Power

Premium Colour Cosmetics Lead with Significant Value and Dynamic Growth

Nadrélie Wellness Champions Local Heritage to Reshape Beauty Preferences

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

WHAT'S NEXT?

Affluent Consumers Embrace Local Ingredients to Fuel Premium Growth

Premium Colour Cosmetics Leads Value While Fragrances Leads Growth

Digital Engagement and Local Authenticity Reshape Consumer Expectations

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Stable Shares as Market Concentration Remains Unchanged

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Premium Beauty and Personal Care

Chart 8 - Real GDP Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Premium Beauty and Personal Care

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

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[Beauty and Personal Care in Côte d'Ivoire - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - 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 15 - Value Sales 2020-2030

Chart 16 - Volume Sales 2020-2030

Chart 17 - 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 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions through Local Partnerships and Functional Focus

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

CHANNELS

Large Retailers and Social Commerce Drive Growth

Chart 22 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 23 - Economic Context for Beauty and Personal Care

Chart 24 - Real GDP Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Beauty and Personal Care

Chart 27 - Population 2020-2030

Chart 28 - Consumer Expenditure 2020-2030

Chart 29 - Population by Generation 2025

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