



Euromonitor
International

Beauty and Personal Care in Côte d'Ivoire

July 2025

Table of Contents

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for beauty and personal care ?

MARKET DATA

- Table 1 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 6 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024
- Table 7 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024
- Table 8 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 9 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 10 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 11 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

BABY AND CHILD-SPECIFIC PRODUCTS

- Key Data Findings
- 2024 Developments
- Growth of baby and child-specific products is heavily stimulated by the country's high birth rate
- Dream Cosmetics sustains its strong lead in baby care
- Small local grocers retains its outright lead, while supermarkets achieves the strongest growth
- Prospects and Opportunities
- Growth of baby and child-specific products stimulated by an ongoing high birth rate
- Economic growth, urbanisation, more women in the workplace and expansion of modern grocery retailers boost forecast period sales
- Increasing health awareness boosts spending on baby and child-specific products
- Category Data
- Table 12 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
 - Table 13 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
 - Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
 - Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
 - Table 16 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
 - Table 17 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
 - Table 18 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029

BATH AND SHOWER

- Key Data Findings
- 2024 Developments
- Bath and shower benefits from its essential nature, accessible pricing and accessibility
- Unilever CI (Pty) Ltd retains the outright lead, but is seeing stiffer competition from local players
- Small local grocers remains the leading channel for bath and shower in 2024
- Prospects and Opportunities
- Moderate forecast period growth of bath and shower as the mature bar soap category remains the most popular
- Increasingly diverse range of products with natural and moisturising properties penetrate the category
- The democratisation of body wash/shower gel through local production widens the consumer group for these products

Category Data

Table 19 - Sales of Bath and Shower by Category: Value 2019-2024

Table 20 - Sales of Bath and Shower by Category: % Value Growth 2019-2024

Table 21 - NBO Company Shares of Bath and Shower: % Value 2020-2024

Table 22 - LBN Brand Shares of Bath and Shower: % Value 2021-2024

Table 23 - Forecast Sales of Bath and Shower by Category: Value 2024-2029

Table 24 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029

DEODORANTS

Key Data Findings

2024 Developments

Sales of deodorants grow as the range widens and consumers demand antiperspirants

Unilever Cote D'Ivoire SA remains the leading player in deodorants and the fastest growing

Small local grocers remains the most popular channel, though supermarkets is gaining momentum

Prospects and Opportunities

Ongoing growth of deodorants over the forecast period

Growing demand for natural deodorants and a wider variety of unisex deodorants

Environmental consciousness promotes the use of biodegradable packaging

Category Data

Table 25 - Sales of Deodorants by Category: Value 2019-2024

Table 26 - Sales of Deodorants by Category: % Value Growth 2019-2024

Table 27 - NBO Company Shares of Deodorants: % Value 2020-2024

Table 28 - LBN Brand Shares of Deodorants: % Value 2021-2024

Table 29 - Forecast Sales of Deodorants by Category: Value 2024-2029

Table 30 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029

HAIR CARE

Key Data Findings

2024 Developments

Value sales grow for hair care as these products are an integral part of beauty routines

L'Oréal West Africa remains the outright leading player thanks to the popularity of its Dark & Lovely and L'Oréal brands

Small local grocers sees some stagnation as modern grocers erode its share

Prospects and Opportunities

emand for healthy hair and a well-groomed appearance boosts demand for hair care sales over the forecast period

Products that provide added value such as natural ingredients and multifunctionality boost the forecast period performance of hair care

Hairstyle trends shape demand and brand popularity

Category Data

Table 31 - Sales of Hair Care by Category: Value 2019-2024

Table 32 - Sales of Hair Care by Category: % Value Growth 2019-2024

Table 33 - NBO Company Shares of Hair Care: % Value 2020-2024

Table 34 - LBN Brand Shares of Hair Care: % Value 2021-2024

Table 35 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024

Table 36 - Forecast Sales of Hair Care by Category: Value 2024-2029

Table 37 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029

DEPILATORIES

Key Data Findings

2024 Developments

Depilatories records growth from a low base due to a lack of interest in these products

Bic Corp retains the outright lead thanks to the quality and renown of its Bic brand

Small local grocers remains the most prominent channel for depilatories

Prospects and Opportunities

Increased employment opportunities for women boosts forecast period demand for depilatories

Increasingly sophisticated new product launches lift the category

Consumers attracted to brands they trust

Category Data

Table 38 - Sales of Depilatories by Category: Value 2019-2024

Table 39 - Sales of Depilatories by Category: % Value Growth 2019-2024

Table 40 - NBO Company Shares of Depilatories: % Value 2020-2024

Table 41 - LBN Brand Shares of Depilatories: % Value 2021-2024

Table 42 - Forecast Sales of Depilatories by Category: Value 2024-2029

Table 43 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

ORAL CARE

Key Data Findings

2024 Developments

Sales on the rise driven by consumer habits and growing demand for more sophisticated products

Unilever with its Signal and Closeup brands retains a strong lead in oral care

While small local grocers retains the lead in oral care, supermarkets is rapidly gaining ground

Prospects and Opportunities

Growth of oral care thanks to rising awareness of the importance of oral health

Toothpaste and toothbrushes continue to characterise oral care in the country over the forecast period

Greater product segmentation attracts specific consumer groups over the forecast period

Category Data

Table 44 - Sales of Oral Care by Category: Value 2019-2024

Table 45 - Sales of Oral Care by Category: % Value Growth 2019-2024

Table 46 - NBO Company Shares of Oral Care: % Value 2020-2024

Table 47 - LBN Brand Shares of Oral Care: % Value 2021-2024

Table 48 - Forecast Sales of Oral Care by Category: Value 2024-2029

Table 49 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029

MEN'S GROOMING

Key Data Findings

2024 Developments

Strong growth of men's grooming thanks to fashion trends, wider product awareness and availability and rising disposable incomes

Bic SA retains the outright lead thanks to the popularity of its eponymous brand

Small local grocers retains the lead but is facing growing competition from supermarkets and hypermarkets

Prospects and Opportunities

Forecast period sales growth for men's grooming, especially standard products

Lifestyle changes stimulate usage of men's grooming products, especially among younger generations

As men accept products designed specifically for them, more product diversification is likely

Category Data

Table 50 - Sales of Men's Grooming by Category: Value 2019-2024

Table 51 - Sales of Men's Grooming by Category: % Value Growth 2019-2024

Table 52 - NBO Company Shares of Men's Grooming: % Value 2020-2024

Table 53 - LBN Brand Shares of Men's Grooming: % Value 2021-2024

Table 54 - Forecast Sales of Men's Grooming by Category: Value 2024-2029

Table 55 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

COLOUR COSMETICS

Key Data Findings

2024 Developments

Growth of colour cosmetics as products become increasingly sophisticated, with facial make-up remaining the most popular

OTC Sal and its popular Glam's brand retains the lead in colour cosmetics in 2024

Beauty specialists and small local grocers remain the leading channels for colour cosmetics

Prospects and Opportunities

Moderate growth of colour cosmetics over the forecast period

Growing importance of colour cosmetics in the lives of urban-dwelling women

Nail products benefit from growing interest in appearance and appeal to consumers seeking to tap into their creative side

Category Data

Table 56 - Sales of Colour Cosmetics by Category: Value 2019-2024

Table 57 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024

Table 58 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024

Table 59 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024

Table 60 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024

Table 61 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029

Table 62 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

FRAGRANCES

Key Data Findings

2024 Developments

Sales growth of fragrances in 2024 with mass fragrances remaining the most popular

Nouvelle Parfumerie Gandour leads the category with its popular Class brand

Beauty specialists and small local grocers remain the leading channels for fragrances

Prospects and Opportunities

Forecast period growth of fragrances boosted by demographic trends and lifestyle changes

Mass men's fragrances continues to gather momentum over the forecast period

Retail e-commerce becomes a more important distribution channel over the forecast period

Category Data

Table 63 - Sales of Fragrances by Category: Value 2019-2024

Table 64 - Sales of Fragrances by Category: % Value Growth 2019-2024

Table 65 - NBO Company Shares of Fragrances: % Value 2020-2024

Table 66 - LBN Brand Shares of Fragrances: % Value 2021-2024

Table 67 - LBN Brand Shares of Premium Fragrances: % Value 2021-2024

Table 68 - Forecast Sales of Fragrances by Category: Value 2024-2029

Table 69 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

SKIN CARE

Key Data Findings

2024 Developments

Strong growth of skin care in 2024 due to growing consumer awareness of the importance of skin care in their beauty regimes

Local player SIVOP Group leads skin care with its Sivoderma brand

Small local grocers remains the leading distribution channel closely followed by supermarkets and pharmacies

Prospects and Opportunities

Forecast period growth of skin care thanks to growing consumer awareness and wider product availability and variety

Demand grows for multifunctional products as consumers seek convenience and savings

Consumers increasingly prioritise facial care in their beauty routines over the forecast period

Category Data

Table 70 - Sales of Skin Care by Category: Value 2019-2024

Table 71 - Sales of Skin Care by Category: % Value Growth 2019-2024

Table 72 - NBO Company Shares of Skin Care: % Value 2020-2024

Table 73 - LBN Brand Shares of Skin Care: % Value 2021-2024

Table 74 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024

Table 75 - Forecast Sales of Skin Care by Category: Value 2024-2029

Table 76 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

SUN CARE

2024 Developments

Sales of sun care remain negligible in 2024

Consumers are unaware of the dangers of overexposure to the sun
Health and beauty specialists account for the majority of sun care sales
Prospects and Opportunities
Sun care sales remain negligible over the forecast period
Category Data

Table 77 - Sales of Sun Care by Category: Value 2019-2024

Table 78 - Sales of Sun Care by Category: % Value Growth 2019-2024

Table 79 - NBO Company Shares of Sun Care: % Value 2020-2024

Table 80 - LBN Brand Shares of Sun Care: % Value 2021-2024

Table 81 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024

Table 82 - Forecast Sales of Sun Care by Category: Value 2024-2029

Table 83 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

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/beauty-and-personal-care-in-cote-divoire/report.