



Home Care in Côte d'Ivoire

May 2026

Table of Contents

EXECUTIVE SUMMARY

Laundry Care Drives Growth with Affordable Multifunctionality

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

Rising Demand for Air Care Products Driven by Urbanisation

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

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

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

Growth Driven by Evolving Product Formats

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

Rising Demand for Home Insecticides Drives Sales Growth

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

Affordable Formats Drive Laundry Care Growth

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

Growth in Polishes Driven by Rising Urban Income

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

Strong Growth Driven by Infrastructure and Consumer Spending

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

Strong Growth in Toilet Care Sales Driven by Urbanisation

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.