



# Tissue and Hygiene in Côte d'Ivoire

April 2026

Table of Contents

## Tissue and Hygiene in Côte d'Ivoire

### EXECUTIVE SUMMARY

Brands Expand Reach with Price Cuts and In-Store Promotions

### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Tissue and Hygiene

#### INDUSTRY PERFORMANCE

Brands Expand Reach with Price Cuts and In-Store Promotions

Jumia and Social Media Accelerate Digital Shift in Hygiene Purchases

Ecowas Launches Reusable Hygiene Products to Improve Accessibility

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

#### WHAT'S NEXT?

Urban Households Accelerate a Shift to Single-Use Formats for Affordability

Rising Demand for Health-Focused Solutions to Reshape Competition

Digital Platforms and Omnichannel Strategies Set to Aid Value Growth

Chart 4 - What's Next? for Tissue and Hygiene

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Procter & Gamble, Nano and Satoci Sustain Leadership with Strong Consumer Trust and Local Reach

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

#### CHANNELS

Small Shops and Mini-Markets Drive Daily Hygiene Purchases

Chart 9 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 10 - Economic Context for Tissue and Hygiene

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 13 - Consumer Context for Tissue and Hygiene

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Away-From-Home Tissue and Hygiene in Côte d'Ivoire](#)

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Softcare'S Bulk Supply Strategy Shifts Hospital Hygiene Standards

#### INDUSTRY PERFORMANCE

Softcare'S Bulk Supply Strategy Shifts Hospital Hygiene Standards  
Ministry-Backed Touchless Dispensers Boost Compliance in Hospitals  
Chart 17 - Value Sales 2020-2030  
Chart 18 - Value Sales by Category 2025

#### WHAT'S NEXT?

Bulk Procurement to Drive Steady Growth in Essential Hygiene Supply  
Digital Ordering and Compliance to Reshape Institutional Hygiene Purchasing  
Chart 19 - Forecast Value Sales 2020-2030  
Chart 20 - Forecast Value Sales by Category 2025-2030

#### CHANNELS

Traditional Wholesalers Secure Institutional Loyalty through Bulk Convenience  
Chart 21 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 22 - Economic Context for Away-From-Home Tissue and Hygiene  
Chart 23 - Real Gdp Growth 2020-2030  
Chart 24 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 25 - Consumer Context for Away-From-Home Tissue and Hygiene  
Chart 26 - Population 2020-2030  
Chart 27 - Consumer Expenditure 2020-2030  
Chart 28 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in Côte d'Ivoire](#)

#### KEY DATA INSIGHTS

##### 2025 DEVELOPMENTS

Online Shops Use Low-Cost Packs to Boost Access for Price-Conscious Buyers

#### INDUSTRY PERFORMANCE

Online Shops Use Low-Cost Packs to Boost Access for Price-Conscious Buyers  
Medial and Serenity Drive Growth through Inclusive Sizing and Direct Delivery  
Social Platforms Enable Affordable Imported Brands to Reach New Demographics  
Chart 29 - Value Sales 2020-2030  
Chart 30 - Volume Sales 2020-2030  
Chart 31 - Value Sales by Category 2025

#### WHAT'S NEXT?

E-Commerce and Bundled Offers Drive Value-Led Purchasing Choices  
Affordable Moderate and Heavy Solutions Will Outpace Light Incontinence Options  
Digital Platforms to Accelerate Access and Reshape Consumer Expectations  
Chart 32 - Forecast Value Sales 2020-2030  
Chart 33 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Sanita, Paksel and Procter & Gamble Adjust Pack Sizes to Sustain Lead  
Chart 34 - Company Shares 2025  
Chart 35 - Brand Shares 2025

## CHANNELS

Local Shops Sustain Lead as Consumers Favour Individual Purchases

Chart 36 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 37 - Economic Context for Retail Adult Incontinence

Chart 38 - Real Gdp Growth 2020-2030

Chart 39 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 40 - Consumer Context for Retail Adult Incontinence

Chart 41 - Population 2020-2030

Chart 42 - Consumer Expenditure 2020-2030

Chart 43 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Nappies/Diapers/Pants in Côte d'Ivoire](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Bulk Deals and Skin-Friendly Innovation Drive Value Growth

### INDUSTRY PERFORMANCE

Bulk Deals and Skin-Friendly Innovation Drive Value Growth

Brands Partners with Public Health to Support Vulnerable Families and Boost Trust

Local Manufacturing and Ifc Investment Enable Affordable, Sustainable Choices

Chart 44 - Value Sales 2020-2030

Chart 45 - Volume Sales 2020-2030

Chart 46 - Value Sales by Category 2025

### WHAT'S NEXT?

Intensifying Price Competition to Aid Future Value Growth

Brands to Leverage Wellness Innovation to Capture Health-Conscious Parents

E-Commerce Enables Brands to Reach Connected Parents and Drive Online Sales

Chart 47 - Forecast Value Sales 2020-2030

Chart 48 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Smiley Challenges Pampers with Local Production and Value Focus

Chart 49 - Company Shares 2025

Chart 50 - Brand Shares 2025

## CHANNELS

Small Local Grocers Boost Accessibility with Affordable Daily Packs

Chart 51 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 52 - Economic Context for Nappies/Diapers/Pants

Chart 53 - Real Gdp Growth 2020-2030

Chart 54 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 55 - Consumer Context for Nappies/Diapers/Pants

Chart 56 - Population 2020-2030

Chart 57 - Consumer Expenditure 2020-2030

Chart 58 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Menstrual Care in Côte d'Ivoire](#)

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Ngos Drive Government Action as Affordability Limits Product Access

### INDUSTRY PERFORMANCE

Ngos Drive Government Action as Affordability Limits Product Access

Lilas Responds to Urban Women'S Demand for Simple, Affordable Pads

Brands Target Wellness-Conscious Shoppers with Digital Campaigns and Natural Claims

Chart 59 - Value Sales 2020-2030

Chart 60 - Volume Sales 2020-2030

Chart 61 - Value Sales by Category 2025

### WHAT'S NEXT?

E-Commerce Platforms to Widen Access as Brands Introduce Lower-Priced Options

Urban Consumers Drive Demand for Practical and Affordable Towels

Disposable Period Pants Set to Gain Momentum as Brands Invest in Innovation

Chart 62 - Forecast Value Sales 2020-2030

Chart 63 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Always Leverages Strong Distribution to Sustain Leadership

Chart 64 - Company Shares 2025

Chart 65 - Brand Shares 2025

### CHANNELS

Small Local Grocers Enable Price-Sensitive Women to Access Pads Daily

Chart 66 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 67 - Economic Context for Menstrual Care

Chart 68 - Real Gdp Growth 2020-2030

Chart 69 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 70 - Consumer Context for Menstrual Care

Chart 71 - Population 2020-2030

Chart 72 - Consumer Expenditure 2020-2030

Chart 73 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Wipes in Côte d'Ivoire](#)

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Brands Leverage Affordability to Capture Price-Sensitive Parents

## INDUSTRY PERFORMANCE

Brands Leverage Affordability to Capture Price-Sensitive Parents

Personal Wipes Lead Growth as Eco-Friendly Features Drive Preference

Jumia'S Digital Offers Reshape Buying Habits with Value and Convenience

Chart 74 - Value Sales 2020-2030

Chart 75 - Value Sales by Category 2025

## WHAT'S NEXT?

Local Brands to Continue to Leverage Low Prices to Outpace Global Competitors

Personal Wipes Will Sustain Growth as Population of Young Families Expands

Chart 76 - Forecast Value Sales 2020-2030

Chart 77 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Emerging Brands Expand Informal Sales and Pressure Global Leaders

Chart 78 - Company Shares 2025

Chart 79 - Brand Shares 2025

## CHANNELS

Small Local Grocers Maintain Dominance as Supermarkets Gain Ground

Chart 80 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 81 - Economic Context for Wipes

Chart 82 - Real Gdp Growth 2020-2030

Chart 83 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 84 - Consumer Context for Wipes

Chart 85 - Population 2020-2030

Chart 86 - Consumer Expenditure 2020-2030

Chart 87 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Retail Tissue in Côte d'Ivoire](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Population Growth Sustain Healthy Tissue Growth

## INDUSTRY PERFORMANCE

Population Growth Sustain Healthy Tissue Growth

Brands Sustain Portfolio Strength as Toilet Paper Leads Demand

Street Vendors Boost Accessibility as Affordability Reshapes Buying Habits

Chart 88 - Value Sales 2020-2030

Chart 89 - Volume Sales 2020-2030

Chart 90 - Value Sales by Category 2025

## WHAT'S NEXT?

Street Vendors Will Expand Access as Affordability Drives Buying Habits

Companies to Prioritise Cost Management as Digital Tools Shape Engagement

Chart 91 - Forecast Value Sales 2020-2030

Chart 92 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Satoci Leverages Local Production to Narrow the Gap with Essity

Chart 93 - Company Shares 2025

Chart 94 - Brand Shares 2025

## CHANNELS

Small Local Grocers Sustain Dominance as Consumers Prioritise Convenience

Chart 95 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 96 - Economic Context for Retail Tissue

Chart 97 - Real Gdp Growth 2020-2030

Chart 98 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 99 - Consumer Context for Retail Tissue

Chart 100 - Population 2020-2030

Chart 101 - Consumer Expenditure 2020-2030

Chart 102 - 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/tissue-and-hygiene-in-cote-divoire/report](http://www.euromonitor.com/tissue-and-hygiene-in-cote-divoire/report).