



**Euromonitor
International**

Cooking Ingredients and Meals in Côte d'Ivoire

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EXECUTIVE SUMMARY

Expanding middle class drives strong growth

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INDUSTRY PERFORMANCE

An expanding middle class supports robust growth in retail current value sales

Health concerns increasingly influence purchase decisions

Retail modernisation follows in the wake of urbanisation

WHAT'S NEXT?

A buoyant economy, urbanisation and an expanding population will support growth

E-commerce set to grow in importance

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Palm oil remains dominant

Sunflower oil growing in popularity

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Population expansion and urbanisation will underpin growth

Fortified products will proliferate

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Low-salt, additive-free offerings will proliferate

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