



Euromonitor
International

Cooking Ingredients and Meals in Côte d'Ivoire

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Table of Contents

EXECUTIVE SUMMARY

Expanding middle class drives strong growth

KEY DATA FINDINGS

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

COMPETITIVE LANDSCAPE

Sania Cie dominates edible oils

Ferrero faces more intense price competition

Ciprochim a growing presence in table and cooking sauces

CHANNELS

Small grocery retailers remain dominant

Supermarkets proliferate in large urban centres

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 7 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

EDIBLE OILS

Key Data Findings

2025 Developments

Palm oil remains dominant, but sunflower oil grows in popularity

Industry Performance

Price increases drive growth in retail current value sales

Palm oil remains dominant

Sunflower oil growing in popularity

What's Next?

Population expansion and urbanisation will underpin growth

Fortified products will proliferate

Competitive Landscape

Sania Cie's Dinor brand remains dominant

Price-conscious consumers increasingly opt for unbranded or lesser-known oils

Channels

Supermarkets gaining ground on small local grocers

Informal markets remain popular among lower-income consumers

Category Data

Table 12 - Sales of Edible Oils by Category: Volume 2020-2025

Table 13 - Sales of Edible Oils by Category: Value 2020-2025

Table 14 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 15 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 17 - LBN Brand Shares of Edible Oils: % Value 2021-2025

Table 18 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 19 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 20 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 21 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

MEALS AND SOUPS

Key Data Findings

2025 Developments

Demand and distribution remain limited

Industry Performance

Distribution remains limited

Many affluent households have domestic staff

Soup is not widely consumed

What's Next?

An expanding middle class and robust economic growth will underpin demand growth for meals and soups

Low-salt, additive-free offerings will proliferate

Competitive Landscape

Unilever Cote D'Ivoire SA's Knorr remains dominant

Most local consumers continue to favour home-cooked meals

Channels

Small local grocers continue to dominate distribution, but supermarkets are gaining ground

E-commerce remains negligible

Category Data

Table 22 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 23 - Sales of Meals and Soups by Category: Value 2020-2025

Table 24 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 25 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 27 - LBN Brand Shares of Meals and Soups: % Value 2021-2025

Table 28 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 29 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 30 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 31 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

SAUCES, DIPS AND CONDIMENTS

Key Data Findings

2025 Developments

Growth in retail current value sales slows but remains buoyant

Industry Performance

Cooking ingredients and condiments dominate retail value sales

Demand for packaged sauces largely remains confined to affluent consumers

What's Next?

Growth in retail constant value sales will accelerate sharply

Deepening health concerns could weigh on demand growth

Competitive Landscape

Nestlé's Maggi remains the leading brand, but Unilever leads overall

Small domestic players a growing presence

Channels

Small local grocers holding off supermarkets

Category Data

Table 32 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 33 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 34 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 35 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 36 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 37 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 38 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 39 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 40 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 41 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

SWEET SPREADS

Key Data Findings

2025 Developments

Increasing competition helps keep a lid on pricing

Industry Performance

Increasing local competition helps to keep a lid on pricing

Honey demand boosted by health halo

What's Next?

Jams and preserves will be the most dynamic category

Ongoing urbanisation will underpin demand growth

Increasing demand for additive-free peanut butter

Competitive Landscape

Smaller brands gain ground

Homemade jams and preserves distributed through open markets

Channels

Small local grocers remain the dominant distribution channel

Category Data

Table 42 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 43 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 44 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 45 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 46 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 47 - LBN Brand Shares of Sweet Spreads: % Value 2021-2025

Table 48 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 49 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 50 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 51 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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