Euromonitor International

Deodorants in Côte d'Ivoire

July 2026

Table of Contents

Deodorants in Côte d'Ivoire - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Steady Retail Value Growth Driven by Economic Expansion and Consumer Expenditure Increase
Digital Commerce and Lifestyle Branding Propel Sprays to Forefront
Sivop and Nivea Leverage Lifestyle and Clean Formulations to Deepen Consumer Engagement
Chart 1 - Value Sales 2020-2030
Chart 2 - Volume Sales 2020-2030
Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Consumers Drive Demand for Long-Lasting and Affordable Deodorants
Deodorant Sprays Lead Value Sales While Roll-Ons Show Fast Growth Momentum
Brands Embracing Skin Care and Lifestyle Trends Deepen Consumer Engagement
Chart 4 - Forecast Value Sales 2020-2030
Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Côte D'ivoire Sa and Beiersdorf Ag Sustain Dominance through Stable Market Shares
Chart 6 - Company Shares 2025
Chart 7 - Brand Shares 2025

CHANNELS

Small Local Grocers and Supermarkets Lead Due to Consumer Convenience
Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Deodorants
Chart 10 - Real GDP Growth 2020-2030
Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Deodorants
Chart 13 - Population 2020-2030
Chart 14 - Consumer Expenditure 2020-2030
Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Côte d'Ivoire - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Consumer Spending Growth and Digital Engagement Propel Market Expansion
Bath and Shower Leads in Value, While Depilatories Shows Dynamic Growth
Ivorian Brands Champion Inclusivity and Clean Beauty to Capture Loyalty
Chart 17 - Value Sales 2020-2030
Chart 18 - Volume Sales 2020-2030
Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Ivorian Brands Leverage Digital Channels to Boost Growth and Loyalty
Local Ingredient-Focused Products Accelerate Growth in Colour Cosmetics, Oral Care Becomes Largest
Health-Conscious and Sustainable Preferences Reshape Product Innovation and Business Models
Chart 20 - Forecast Value Sales 2020-2030
Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions through Local Partnerships and Functional Focus
Chart 22 - Company Shares 2025
Chart 23 - Brand Shares 2025

CHANNELS

Large Retailers and Social Commerce Drive Growth
Chart 24 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 25 - Economic Context for Beauty and Personal Care
Chart 26 - Real GDP Growth 2020-2030
Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Beauty and Personal Care
Chart 29 - Population 2020-2030
Chart 30 - Consumer Expenditure 2020-2030
Chart 31 - 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/deodorants-in-cote-divoire/report.