



# Premium Beauty and Personal Care in Côte d'Ivoire

July 2026

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

### INDUSTRY PERFORMANCE

Affluent Consumers Drive Steady Growth Amid Rising Purchasing Power

Premium Colour Cosmetics Lead with Significant Value and Dynamic Growth

Nadrélie Wellness Champions Local Heritage to Reshape Beauty Preferences

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

### WHAT'S NEXT?

Affluent Consumers Embrace Local Ingredients to Fuel Premium Growth

Premium Colour Cosmetics Leads Value While Fragrances Leads Growth

Digital Engagement and Local Authenticity Reshape Consumer Expectations

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