Euromonitor International

Dietary Supplements in Côte d'Ivoire

November 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Direct-selling networks expand access to affordable supplements for low-income consumers
Phytocare Pharma industrialises herbal remedies to formalise traditional health practices
National campaigns and prevention efforts shift supplement use from treatment to daily wellness
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Local manufacturing investment is expected to open affordable access for new buyers
Certified herbal producers anticipated to gain trust with safer, evidence-based remedies
Direct-selling and offline networks projected to drive rural expansion
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Direct sellers and herbal startups broaden access through local networks

CHANNELS

Pharmacies sustain leadership as regulations reinforce consumer trust
Licensed outlets outperform digital as e-commerce remains marginal Regulation and the need for advice keep e-commerce marginal

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dietary-supplements-in-cote-divoire/report.