Euromonitor International

Herbal/Traditional Products in Côte d'Ivoire

November 2026

Table of Contents

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Low prices and small packs sustain value growth
Price gap with pharmaceuticals supports leading remedies
Government crackdowns and certification efforts target trust and safety gaps in herbal remedies

WHAT'S NEXT?

Certified producers are expected to gain as standards tighten
Cough and cold remedies are set to match analgesics on growth
Affordable packaging anticipated to reshape competitive landscape

COMPETITIVE LANDSCAPE

Phytocare pharma scales up but informal vendors keep the lead

CHANNELS

Informal vendors remain preferred channel while pharmacies slowly modernise
Ban on online sales keeps e-commerce negligible

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

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