Euromonitor International

# Vitamins in Côte d'Ivoire

November 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Direct sellers widen access as consumers favour low prices
Phytocare Pharma brings herbal remedies into formal self-care routines Multivitamins lead while herbal supplements enter pharmacies
World Bank funding boosts preventive nutrition but affordability limits impact
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Affordable formats are expected to sustain value growth
Local herbal brands are anticipated to fragment competition
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Emerging direct sellers and local brands drive fragmentation

CHANNELS

Pharmacies maintain dominance as trust outweighs digital and informal growth
E-commerce stays marginal amid low trust and weak regulation

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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