Euromonitor International

Cough, Cold and Allergy (Hay Fever) Remedies in Côte d'Ivoire

November 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Pharmacies drive small-pack sales as affordability shapes demand
Decongestants lead value while cough remedies show dynamic growth
Traditional remedies cap prices and sustain fragmented competition
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Pharmacies prioritise stock reliability as flexible supply chains gain importance Volume growth is expected to depend on supply chain agility
Decongestants to maintain dominance as cough remedies accelerate growth
Traditional remedies set to shape consumer choices and cap premiumisation
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Multinationals leverage distribution while local firms defend on price
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Pharmacies lead as regulation and pharmacist advice drive sales
E-commerce stays marginal as consumers rely on pharmacists

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/cough-cold-and-allergy-hay-fever-remedies-in-

cote-divoire/report.