Euromonitor International

Digestive Remedies in Côte d'Ivoire

November 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Pharmacies expand access as small packs drive essential treatment uptake
ORS and antidiarrhoeals lead during seasonal diarrhoea surges Indigestion remedies lead as outbreaks lift diarrhoeal remedies
Cholera response triggers free ORS rollout and exposes price ceiling on remedies
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Pharmacies expected to prioritise affordable essentials as demand stays volatile
Indigestion remedies is projected to outpace diarrhoeal remedies
Supply reliability is set to decide share as margins tighten
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Opella healthcare group strengthens urban dominance as local brands hold rural ground Multinationals lead in cities as local brands hold rural demand
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Retail e-commerce stays negligible as e-pharmacy models emerge
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