

## **Beauty and Personal Care in Cote d'Ivoire**

Market Direction | 2023-05-22 | 56 pages | Euromonitor

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### **Report description:**

Coronavirus (COVID-19) affected demand, supply and retail routes, but had an unorthodox effect on beauty and personal care demand trends among men and women and behaviours as the pandemic eased. Consumers focused more on e-commerce and product health benefits. Local brands appealed to low-income consumers, while the more affluent chose global brands amid wide product ranges. The offer in rural areas rose with urbanisation, but challenges with illicit trade due to little regularisation remained.

Euromonitor International's Beauty and Personal Care in Cote d'Ivoire report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

#### **Why buy this report?**

- \* Get a detailed picture of the Beauty and Personal Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Beauty and Personal Care in Cote d'Ivoire  
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List Of Contents And Tables

### **BEAUTY AND PERSONAL CARE IN COTE D'IVOIRE**

#### **EXECUTIVE SUMMARY**

Beauty and personal care in 2022: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for beauty and personal care?

#### **Market Data**

Table 1 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 6 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 7 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 8 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 9 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

### **BABY AND CHILD-SPECIFIC PRODUCTS**

#### **2022 Developments**

Prospects and Opportunities

#### **Category Data**

Table 10 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 11 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 13 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 14 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 15 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

### **BATH AND SHOWER**

Table 16 Sales of Bath and Shower by Category: Value 2017-2022

Table 17 Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 18 NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 19 LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 20 Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 21 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

### **DEODORANTS**

Table 22 Sales of Deodorants by Category: Value 2017-2022

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Table 23 □Sales of Deodorants by Category: % Value Growth 2017-2022

Table 24 □NBO Company Shares of Deodorants: % Value 2018-2022

Table 25 □LBN Brand Shares of Deodorants: % Value 2019-2022

Table 26 □Forecast Sales of Deodorants by Category: Value 2022-2027

Table 27 □Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

#### HAIR CARE

Table 28 □Sales of Hair Care by Category: Value 2017-2022

Table 29 □Sales of Hair Care by Category: % Value Growth 2017-2022

Table 30 □NBO Company Shares of Hair Care: % Value 2018-2022

Table 31 □LBN Brand Shares of Hair Care: % Value 2019-2022

Table 32 □Forecast Sales of Hair Care by Category: Value 2022-2027

Table 33 □Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

#### DEPILATORIES

Table 34 □Sales of Depilatories by Category: Value 2017-2022

Table 35 □Sales of Depilatories by Category: % Value Growth 2017-2022

Table 36 □NBO Company Shares of Depilatories: % Value 2018-2022

Table 37 □LBN Brand Shares of Depilatories: % Value 2019-2022

Table 38 □Forecast Sales of Depilatories by Category: Value 2022-2027

Table 39 □Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

#### ORAL CARE

Table 40 □Sales of Oral Care by Category: Value 2017-2022

Table 41 □Sales of Oral Care by Category: % Value Growth 2017-2022

Table 42 □NBO Company Shares of Oral Care: % Value 2018-2022

Table 43 □LBN Brand Shares of Oral Care: % Value 2019-2022

Table 44 □Forecast Sales of Oral Care by Category: Value 2022-2027

Table 45 □Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

#### MEN'S GROOMING

Table 46 □Sales of Men's Grooming by Category: Value 2017-2022

Table 47 □Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 48 □NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 49 □LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 50 □Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 51 □Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

#### COLOUR COSMETICS

Table 52 □Sales of Colour Cosmetics by Category: Value 2017-2022

Table 53 □Sales of Colour Cosmetics by Category: % Value Growth 2017-2022

Table 54 □NBO Company Shares of Colour Cosmetics: % Value 2018-2022

Table 55 □LBN Brand Shares of Colour Cosmetics: % Value 2019-2022

Table 56 □LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 57 □Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 58 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

#### FRAGRANCES

Table 59 □Sales of Fragrances by Category: Value 2017-2022

Table 60 □Sales of Fragrances by Category: % Value Growth 2017-2022

Table 61 □NBO Company Shares of Fragrances: % Value 2018-2022

Table 62 □LBN Brand Shares of Fragrances: % Value 2019-2022

Table 63 □LBN Brand Shares of Premium Fragrances: % Value 2019-2022

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Table 64 □Forecast Sales of Fragrances by Category: Value 2022-2027

Table 65 □Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

#### SKIN CARE

Table 66 □Sales of Skin Care by Category: Value 2017-2022

Table 67 □Sales of Skin Care by Category: % Value Growth 2017-2022

Table 68 □NBO Company Shares of Skin Care: % Value 2018-2022

Table 69 □LBN Brand Shares of Skin Care: % Value 2019-2022

Table 70 □Forecast Sales of Skin Care by Category: Value 2022-2027

Table 71 □Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

#### SUN CARE

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