

Hot Drinks in Cote d'Ivoire

Market Direction | 2024-01-04 | 35 pages | Euromonitor

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Report description:

During 2023, retail volume sales of hot drinks expanded, supported by urbanisation, population growth, and continued recovery of the economy from the waning pandemic. However, the market now faces a new set of challenges due to global inflation rates and fuel price hikes as well as a lack of dynamic marketing strategies. Thanks to tea and coffee cultivation in the country, local brands remained popular, while the health and wellness trend continued to gather pace.

Euromonitor International's Hot Drinks 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 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- * Get a detailed picture of the Hot Drinks 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Hot Drinks in Cote d'Ivoire
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List Of Contents And Tables

HOT DRINKS IN COTE D'IVOIRE

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture
Country background
Socioeconomic trends
Logistics/infrastructure
What next for hot drinks?

MARKET DATA

Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023
Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023
Table 3 Retail Sales of Hot Drinks by Category: Volume 2018-2023
Table 4 Retail Sales of Hot Drinks by Category: Value 2018-2023
Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023
Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023
Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023
Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023
Table 9 Total Sales of Hot Drinks by Category: Total Volume 2018-2023
Table 10 ☐Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023
Table 11 ☐NBO Company Shares of Hot Drinks: % Retail Value 2019-2023
Table 12 ☐LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023
Table 13 ☐Retail Distribution of Hot Drinks by Format: % Volume 2018-2023
Table 14 ☐Retail Distribution of Hot Drinks by Format and Category: % Volume 2023
Table 15 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028
Table 16 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028
Table 17 ☐Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028
Table 18 ☐Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028
Table 19 ☐Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028
Table 20 ☐Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028
Table 21 ☐Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028
Table 22 ☐Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028
Table 23 ☐Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028
Table 24 ☐Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

DISCLAIMER

COFFEE

2023 Developments
Prospects and Opportunities
Category Data

Table 25 ☐Retail Sales of Coffee by Category: Volume 2018-2023
Table 26 ☐Retail Sales of Coffee by Category: Value 2018-2023
Table 27 ☐Retail Sales of Coffee by Category: % Volume Growth 2018-2023

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Table 28 ☐Retail Sales of Coffee by Category: % Value Growth 2018-2023
 Table 29 ☐NBO Company Shares of Coffee: % Retail Value 2019-2023
 Table 30 ☐LBN Brand Shares of Coffee: % Retail Value 2020-2023
 Table 31 ☐Forecast Retail Sales of Coffee by Category: Volume 2023-2028
 Table 32 ☐Forecast Retail Sales of Coffee by Category: Value 2023-2028
 Table 33 ☐Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028
 Table 34 ☐Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

TEA

Table 35 ☐Retail Sales of Tea by Category: Volume 2018-2023
 Table 36 ☐Retail Sales of Tea by Category: Value 2018-2023
 Table 37 ☐Retail Sales of Tea by Category: % Volume Growth 2018-2023
 Table 38 ☐Retail Sales of Tea by Category: % Value Growth 2018-2023
 Table 39 ☐NBO Company Shares of Tea: % Retail Value 2019-2023
 Table 40 ☐LBN Brand Shares of Tea: % Retail Value 2020-2023
 Table 41 ☐Forecast Retail Sales of Tea by Category: Volume 2023-2028
 Table 42 ☐Forecast Retail Sales of Tea by Category: Value 2023-2028
 Table 43 ☐Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028
 Table 44 ☐Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

OTHER HOT DRINKS

Table 45 ☐Retail Sales of Other Hot Drinks by Category: Volume 2018-2023
 Table 46 ☐Retail Sales of Other Hot Drinks by Category: Value 2018-2023
 Table 47 ☐Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023
 Table 48 ☐Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023
 Table 49 ☐NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023
 Table 50 ☐LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023
 Table 51 ☐Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028
 Table 52 ☐Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028
 Table 53 ☐Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028
 Table 54 ☐Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

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