

Snacks in Cote d'Ivoire

Market Direction | 2024-07-15 | 44 pages | Euromonitor

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Report description:

Snacks is seeing steady growth in retail volume terms in Cote d'Ivoire in 2024, despite the fact that elevated inflation has put pressure on prices and on the general cost of living. As such, consumers remain highly price sensitive, which is favouring low cost brands. With a median age of just 19 years there is a large base of young consumers keen to try new snacks, which is attracting companies keen to invest in innovation, especially on products with a health and wellness positioning.

Euromonitor International's Snacks in Cote d'Ivoire report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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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