



Soft Drinks in Côte d'Ivoire

February 2026

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EXECUTIVE SUMMARY

Bottled water most popular, but energy drinks make most gains

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Positive volume growth in 2025

Social media increasing important platform for marketing

Energy drinks increasingly popular

WHAT'S NEXT?

Continuing growth over forecast period

Health and wellness claims enters the mainstream

Increasing interest in local provenance

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SDTM CI holds on to commanding lead

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Reduced sugar carbonates gaining

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Muted volume growth over forecast period

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