



Retail Adult Incontinence in Côte d'Ivoire

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

INDUSTRY PERFORMANCE

Online Shops Use Low-Cost Packs to Boost Access for Price-Conscious Buyers

Medial and Serenity Drive Growth through Inclusive Sizing and Direct Delivery

Social Platforms Enable Affordable Imported Brands to Reach New Demographics

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

E-Commerce and Bundled Offers Drive Value-Led Purchasing Choices

Affordable Moderate and Heavy Solutions Will Outpace Light Incontinence Options

Digital Platforms to Accelerate Access and Reshape Consumer Expectations

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sanita, Paksel and Procter & Gamble Adjust Pack Sizes to Sustain Lead

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Local Shops Sustain Lead as Consumers Favour Individual Purchases

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Retail Adult Incontinence

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Retail Adult Incontinence

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Côte d'Ivoire - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Brands Expand Reach with Price Cuts and In-Store Promotions
Jumia and Social Media Accelerate Digital Shift in Hygiene Purchases
Ecowas Launches Reusable Hygiene Products to Improve Accessibility
Chart 17 - Value Sales 2020-2030
Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Households Accelerate a Shift to Single-Use Formats for Affordability
Rising Demand for Health-Focused Solutions to Reshape Competition
Digital Platforms and Omnichannel Strategies Set to Aid Value Growth
Chart 19 - What's Next? for Tissue and Hygiene
Chart 20 - Forecast Value Sales 2020-2030
Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble, Nano and Satoci Sustain Leadership with Strong Consumer Trust and Local Reach
Chart 22 - Company Shares 2025
Chart 23 - Brand Shares 2025

CHANNELS

Small Shops and Mini-Markets Drive Daily Hygiene Purchases
Chart 24 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 25 - Economic Context for Tissue and Hygiene
Chart 26 - Real Gdp Growth 2020-2030
Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Tissue and Hygiene
Chart 29 - Population 2020-2030
Chart 30 - Consumer Expenditure 2020-2030
Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

