



Euromonitor
International

Away-From-Home Tissue and Hygiene in Côte d'Ivoire

April 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Away-From-Home Tissue and Hygiene Summary

INDUSTRY PERFORMANCE

Softcare'S Bulk Supply Strategy Shifts Hospital Hygiene Standards

Ministry-Backed Touchless Dispensers Boost Compliance in Hospitals

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

WHAT'S NEXT?

Bulk Procurement to Drive Steady Growth in Essential Hygiene Supply

Digital Ordering and Compliance to Reshape Institutional Hygiene Purchasing

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

CHANNELS

Traditional Wholesalers Secure Institutional Loyalty through Bulk Convenience

Chart 5 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 6 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 7 - Real Gdp Growth 2020-2030

Chart 8 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 9 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 10 - Population 2020-2030

Chart 11 - Consumer Expenditure 2020-2030

Chart 12 - 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 13 - 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 14 - Value Sales 2020-2030

Chart 15 - 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 16 - What's Next? for Tissue and Hygiene

Chart 17 - Forecast Value Sales 2020-2030

Chart 18 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble, Nano and Satoci Sustain Leadership with Strong Consumer Trust and Local Reach

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Small Shops and Mini-Markets Drive Daily Hygiene Purchases

Chart 21 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 22 - Economic Context for Tissue and Hygiene

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Tissue and Hygiene

Chart 26 - Population 2020-2030

Chart 27 - Consumer Expenditure 2020-2030

Chart 28 - 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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/away-from-home-tissue-and-hygiene-in-cote-divoire/report.