

# Beauty and Personal Care in C?te d'Ivoire

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## Abstracts

Rising living standards in C?te d'Ivoire have boosted demand for beauty and personal care products, leading to positive growth in 2023. Bath and shower, deodorants, fragrances, hair care, cosmetics, and skin care are particularly popular. Factors such as increased consumer awareness, urbanisation, and retail modernisation have driven sales. However, surging inflation rates have made consumers price-sensitive, pushing them towards cheaper brands and counterfeit alternatives. There's a shift away...

Euromonitor International's Beauty and Personal Care in C?te 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

Why buy this report?

Get a detailed picture of the Beauty and Personal Care 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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Beauty and Personal Care in C?te d'Ivoire  
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April 2024

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