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Report Highlights:

Côte d'Ivoire's retail food industry is evolving; it is a major importer of food products and ingredients. Ivorian food imports are foreseen to grow in the near- to medium-term since the retail food industry is unable to meet demand through domestic food manufactures alone. Côte d'Ivoire, along with its Port of Abidjan, serves as the gateway to francophone Africa, acting as a central hub for the West African regional market. The country's food retail sector benefits from its growing middle-class (with its preferences for both local and foreign tastes). Ivorian consumer demand for quality food imports is resilient despite inflation and the high cost of living.

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

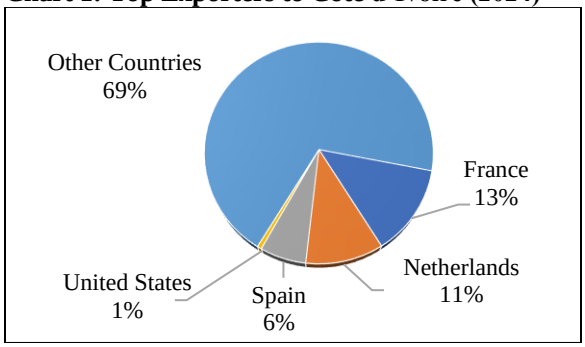
Retail Foods Report

Executive Summary

Côte d'Ivoire serves as the gateway to the francophone West African market. In 2024, the country's gross domestic product (GDP) growth rate reached 6.6 percent, positioning the country among the fastest growing economies in the world and the largest, most influential economy in the West African Monetary Union (WAEMU). Real GDP growth in 2025 is expected to reach 6.7 percent. Côte d'Ivoire is the world's top producer of cocoa and cashew nuts and is a leading player in the African marketplace.

Consumer-Oriented Agricultural Imports: U.S.-origin imports are low compared to those originating in France and the Netherlands which are the highest.

Chart 1: Top Exporters to Côte d'Ivoire (2024)



Food Retail Industry: Côte d'Ivoire's food retail sales reached $48.8 billion in 2024. In 2025, the food retail industry is expected to continue to expand 10 percent following current growth trends. Large-scale distribution, covering 15-25 percent of Ivorian food purchases, continues to rapidly expand, increasing distribution opportunities and new avenues for imported products.

Food Processing Industry: In 2024, Côte d'Ivoire's food processing industry contributed seven percent to overall GDP. This sustained growth is due to sector diversification, including that of sugar, milling, fruit juice production, dairy products, breweries, and vegetable oils. Besides local companies, several multi-national companies play a significant role within the Ivorian food processing industry. In 2024, the food processing industry attracted $750 million in new investments, significantly increasing the number of jobs in the industry.

Food Service Industry: Côte d'Ivoire's food service sales grew to $1.4 billion in 2024, a 7.6 percent increase from 2023's sales of $1.3 billion. In 2025, food service sales are expected to stabilize, slowing due to the October 25, 2025, presidential elections.

Quick Facts CY 2024

Imports of Consumer-Oriented Products
($852 million)

List of Top 10 Growth Products in Côte d'Ivoire

1) Dairy Products	2) Pork & Pork Products
3) Fresh Vegetables	4) Wine, Related Products
5) Beef & Beef Prod.	6) Non-alcoholic Bev.
7) Food Preparations	8) Processed Vegetables
9) Eggs, Egg Products	10) Bakery, Cereals, Pasta

Food Industry by Channels (U.S. billion)

Retail Food Industry	$48.8 billion
Food Service-HRI	$1.4 billion
Food and Agriculture Exports	$9.8 billion

Top 10 Host Country Retailers (by sales)

1) PROSUMA	6) Sangel
2) CDCI	7) Super U
3) Carrefour	8) Supeco
4) Auchan	9) Miniprix
5) Mata Holding	10) Monoprix

GDP/Population
Population *(millions)*: 29.9
GDP *(billions USD)*: $79.4
GDP per capita *(USD)*: $2,728

Sources: National Statistics Institute, Trade Data Monitor, Central Intelligence Agency, Industry Associations, market intelligence.

Strengths/Weaknesses/Opportunities/Threats

Strengths	***Weaknesses***
• Open and easily accessible market, well-established, with modern distribution channels.	• Limited purchasing power. • Bureaucracy and slow administration response. • Higher freight rates and longer transit times from U.S. ports compared to Europe. • High cost of customs-clearance, uncertain clearance times.
Opportunities	***Threats***
Growing middle-class. Consumer demand for value, high-quality.	Strong competition from Europe and Asia.

Section 1: Market Summary

Côte d'Ivoire (larger than State of New Mexico) sits on West Africa's Atlantic coast on the Gulf of Guinea between Ghana and Liberia; its youthful population (60 percent is under 25 years-of-age) of over 29.9 million (Central Intelligence Agency, 2024 estimate) is growing at 2.13 percent, with urbanization at 53 percent.[1] Côte d'Ivoire, like neighboring Ghana, is a lower-middle income country. It is nonetheless one of West Africa's most influential, stable, and rapidly developing economies, with poverty declining in urban areas, albeit lingering in rural areas. It is heavily dependent on agriculture and related activities, which engage two-thirds of the populace.[2] Côte d'Ivoire is the world's largest producer and exporter of cocoa beans (2 million metric tons – MMT) and a major producer of coffee (among the top 10 robusta bean producers), palm oil, and cashew nuts (1.1 MMT). Even so, the country has a sizable manufacturing sector, allowing it to exert major regional economic and political influence.

Côte d'Ivoire's favorable investment climate and dynamic economy offer opportunities in the food processing ingredients industry.[3] Key drivers for this include an expanding hydrocarbon sector, a favorable business climate, and investments being made in the transportation, digital infrastructure, and agricultural supply chains. In 2024, trade activity at the country's ports increased 15 percent, reaching 40 MMT of goods. As the world's top cocoa and cashew producer, the Ivorian government is encouraging the development of new processing facilities, often sweetening deals with financial incentives. Côte d'Ivoire is transforming itself into a central hub for the West African market. Sectors, such as agriculture, are evolving as food processing capabilities expand with new industrial zones.

The Ivorian retail sector is growing, driven by competition between foreign and national brands. Urbanization, along with a growing middle-class, encourages consumers to spend more in supermarkets and shopping malls. Côte d'Ivoire's quality infrastructure, combined with a stable power grid and investment incentives, is stimulating developments within the food processing sector. With already strong receptivity in place for international food and retail brands, Côte d'Ivoire offers a promising port-of-entry for U.S.-origin food ingredients and processed food products. (See, GAIN-CÔTE D'IVOIRE |IV2024-0014 | Côte d'Ivoire Food Service – Hotel Restaurant Institutional Annual – 2024).[4]

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[1] Côte d'Ivoire's population, at 29.9 million (Central Intelligence Agency, 2024 estimate) is likely to continue growing for the foreseeable future since about 60 percent of the populace is under 25-years of age (as of 2020); the total fertility rate is holding steady at 3.5 children per woman, and contraceptive use is less than 30 percent.

[2] Agriculture accounts for 25 percent of GDP and 6 percent of export receipts. Besides cocoa and cashew nuts, Côte d'Ivoire exports coffee, rubber, cotton, palm oil, and bananas. The country imports wheat, corn meal, and dairy products and is the fifth-largest rice importer in the world, with 1.25 million metric tons (MMT) per year. It is the sixth-largest producer of milled rice in sub-Saharan Africa. The country produced 2.3 MMT of milled rice in 2022. The Ivoirian government aims to be self-sufficient in milled rice by 2030. It seeks to increase domestic production to 2 MMT by 2025 from its current 1.48 MMT. To be self-sufficient, it needs to produce 2.5 MMT of milled rice. Côte d'Ivoire is self-sufficient in most staple foods.

[3] U.S. exporters interested in this market should engage with the Ivoirian investment promotion agency (CEPICI), trade associations, and relevant government regulators and officials to better understand the benefits afforded to investors and the laws and approvals that may apply to the specific business propositions under consideration. See, *Guichet Unique du Commerce Extérieur located* at: https://guce.gouv.ci/cepici?lang=en and *Centre de Promotion des Investissements en Côte d'Ivoire (CEPICI) - Service à la Création d'Entreprises* located at: https://www.cepici.gouv.ci/creation_entreprise.

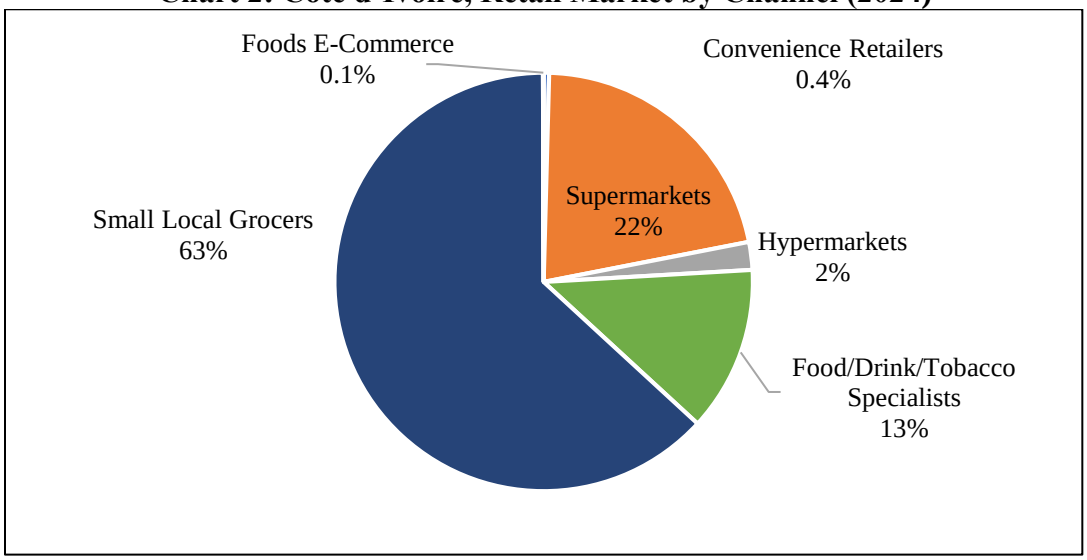
[4] U.S. Department of Agriculture (USDA)/Foreign Agricultural Service (FAS) Abidjan, Accra, "GAIN-CÔTE D'IVOIRE |IV2024-0014 | Côte d'Ivoire Food Service – Hotel Restaurant Institutional Annual – 2024," located at: https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20Service%20-%20Hotel%20Restaurant%20Institutional%20Annual_Accra_Cote%20d%27Ivoire_IV2024-0014.

Advantages and Challenges

ADVANTAGES	CHALLENGES
International hotels and restaurants present.	Slow and or opaque decision-making process within the Ivorian government.
Infrastructure and digitization; digital payments.	Internet quality and accessibility is still insufficient.
Expatriates and multinational companies demand innovative and high-quality ingredients.	Import procedures are complex; high cost of customs-clearance, uncertain clearance times.
The United States supplies high-quality products.	Price sensitivities. Low/medium-quality Asian goods.
Limited, but growing domestic processing industry.	Consumers prefer often domestic products.
International standards are known and accepted.	French language labeling and packaging.
A young population interested in new products.	Limited qualified staff.
Retailers use foreign goods for differentiation, build new niche markets and gain high-end consumers.	Imports are considered luxury goods. Association of Europe with sophistication and tradition.
Importers look for new-to-market products; updating portfolios from time-to-time to stay competitive.	Importers buy small quantities to test the market. U.S. suppliers reluctant to sell in small quantities.
U.S. food industry is responsive to consumer demand.	U.S. foods often seen as overly processed, unhealthy.
	Purchasing power of most Ivorian is low.

Retail Sales by Channel

Chart 2: Côte d'Ivoire, Retail Market by Channel (2024)



Sources: Euromonitor; FAS Abidjan/Accra office research.

Table 1: Côte d'Ivoire, Retail Market by Channel (2024)

Category	2023 ($ Million)	2024 ($ Million)	2024 % Market Share
Convenience Retailers	27.7	29.2	0.4
Small Local Grocers	4,235.4	4,386.8	63
Supermarkets	1,418.1	1,495.4	22
Food/Drinks Specialists	856.8	887.2	13
Hypermarkets	139.7	149.5	2
Discounters	-	-	0
Warehouse Clubs	-	-	0
Foods e-Commerce	2.9	3.7	0.1

Sources: Euromonitor; Côte d'Ivoire National Statistics Institute; FAS Abidjan/Accra office research.

Côte d'Ivoire's retail sector experienced rapid growth, increasing from $2.1 billion in 2022 to $6.6 billion in 2023. In the retail market by channel there is dynamic competition led by the small local grocers' channel, that accounts for 63 percent of the market. The lower performance channels include food e-Commerce, the discounters, hypermarkets, and warehouse clubs. There is an increase in demand for food and consumer goods, driven by economic growth, urbanization and population growth. This growing demand puts pressure on supply chain actors to provide products in sufficient quantities and on time. Supermarkets work closely with their suppliers to anticipate needs and avoid stockouts.

Section 2: Road Map for Market Entry

Entry Strategy: It is advisable to work with a carefully vetted local agent, importer or distributor; while not legally required, these can provide an understanding of policies and procedures (see, GAIN-CÔTE D'IVOIRE | IV2024-0003 | Côte d'Ivoire, Food Processing Ingredients Annual – 2024).[5]

- Collect and analyze market potential and compliance with market conditions and regulations. For that, reach out to the USDA/FAS Abidjan/Accra team.
- U.S. Exporters should visit to learn more about the local agent, importer and or distributor and the market before signing an agreement. Contact the USDA/FAS Abidjan/Accra team for assistance in identifying credible importers and distributors.
- Liaise with the local agent, importer and or distributor to register the U.S.-origin food and agricultural products with the Ministry of Agriculture and or other competent authorities.
- Identify and consider selling through U.S.-based consolidators who are already serving the West African region. Such consolidators usually have a good understanding of local market practices.
- Offer flexible shipping volumes and small-sized packaging with well displayed readable manufacture date and expiration date.
- Participate and exhibit at USDA/FAS sponsored and endorsed trade shows, which traditionally tend to be well attended by Ivorian importers and are suitable venues for face-to-face meetings and networking (e.g., the Gulfood and Anuga food trade shows).

[5] U.S. Department of Agriculture (USDA)/Foreign Agricultural Service (FAS) Abidjan, Accra, "GAIN-CÔTE D'IVOIRE |IV2024-0003| Côte d'Ivoire, Food Processing Ingredients Annual – 2024," located at: https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20Processing%20Ingredients%20Annual_Accra_Cote%20d%27Ivoire_IV2024-0003.

Local Business Customs: French is Côte d'Ivoire's official language. Business correspondence, catalogues, and advertising materials prepared in French are essential for being readily understood by potential partners and buyers. Business cards, or "*cartes de visite"* are used. U.S. businesspeople ordinarily have their title and their firm's name translated into French.[6]

Import Procedures: Ivoirian companies can directly clear their goods or use a customs broker. To lessen bureaucratic hurdles, combat corruption, and gain time, the Ivorian government developed a digital platform to streamline import procedures (see, Côte d'Ivoire - Import Requirements and Documentation (trade.gov) and Côte d'Ivoire - Customs Regulations (trade.gov).[7] Cote d'Ivoire, along with other Economic Community of West African States (ECOWAS) uses a region-wide system of customs tariffs meant not to exceed 35 percent.[8] The government also imposes a statistical tax of 2.6 percent on all goods, a value-added-tax (VAT) of 18 percent, special levies on meat and poultry imports, and excise duties on tobacco products and alcoholic beverages. Since January 2014, taxes on tobacco products and alcoholic beverages have increased from 12 percent to 15 percent.

Most duties are based on *ad valorem* rates that are imposed on the export price prevailing in the country-of-sale or -origin and on cost-insurance-freight (CIF) values. All products must mention the origin – i.e., U.S.-origin food products must be clearly labeled "Made in the U.S.A." Retailers prefer that consumer products be labeled in French. Manufactured food products must display the country-of-origin and an expiration date.

U.S. exporters should be aware of higher freight rates and longer transit times to/from the United States as compared to Europe. There are also relatively high cost of customs-clearance and uncertain clearance times associated with dealing with Côte d'Ivoire. Other market logistics requirements by Côte d'Ivoire importers include:

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[6] Business customs in Côte d'Ivoire are somewhat more formal than in the United States. Ivoirian managers in large commercial enterprises tend to follow a Western business dress code comparable to that of any large U.S. city and dress length for women tends to be longer than in the United States with dress skirts normally worn below the knee or longer. Tropical-weight suits and clothing are appropriate throughout the year, and an umbrella is essential during the April-to-July and October-to-November rainy seasons. Some businesses close during the month of August, and senior-level officials generally take vacation during the same period. Businesses and shops often close for lunch from 12:30 p.m. until 2:30 or 3:30 p.m. Banks are open until 4:00 p.m. on weekdays.

[7] See, U.S. Department of Commerce/International Trade Administration, "Côte d'Ivoire – Country Commercial Guide, Import Requirements and Documentation," located at: https://www.trade.gov/country-commercial-guides/cote-divoire-import-requirements-and-documentation. See, also "Côte d'Ivoire – Country Commercial Guide, Customs Regulations," located at: https://www.trade.gov/country-commercial-guides/cote-divoire-customs-regulations.

[8] The Economic Community of West African States (ECOWAS) is a regional political and economic union currently consisting of twelve (12) countries in West Africa. Collectively, the countries comprise an area of 2,332,770 square kilometers (900,684 square miles), with an estimated population now of 348 to 352 million following the exit of Burkina Faso, Mali, and Niger in January 29, 2025. These three Sahelian states, before withdrawing from ECOWAS, accounted for 2,781,431 square kilometers (1,073,912 square miles) out of the bloc's earlier 5,114,162 square kilometers (1,974,589 square miles). Total pre-exit ECOWAS population stood at over 424 million; with Burkina Faso, Mali, and Niger accounting then for 73 to 76 million people, or about 16 percent of the total population. The remaining 12-member states include: Benin; Cape Verde; Côte d'Ivoire; The Gambia; Ghana; Guinea (suspended); Guinea-Bissau; Liberia; Nigeria; Senegal; Sierra Leone; and Togo. The withdrawal of the three Sahelian states reduced the size and geographic reach of the ECOWAS bloc. While not the most economically powerful members, the Sahelians' departure is a blow to regional unity and the bloc's influence. The split is likely to impact regional food security and trade, but the Sahelians have indicated that they will maintain free trade with ECOWAS members.

- Requiring services of customs brokers and freight consolidators in the United States to handle their ordering and shipment to minimize shipping costs.
- Preference for purchasing mixed containers.
- Seeking exclusive distribution/agency agreements from exporters.

Distribution Channels: Commercial transactions occur through wholesale or retail outlets, which can be found in local markets, shops, or established chains. U.S. exporters should consider the specific requirements of their products and the potential market when selecting a distribution channel.

Share of Major Segments in the Food Processing Industry: The milling sector in Côte d'Ivoire controls the largest segment of the country's food processing industry. In 2024, more than 222.5 MMT of wheat was imported into the country for processing by just three companies. Wheat is the largest imported item in the country. The second largest import in Côte d'Ivoire is dairy. Six major companies are importing foreign-origin dairy and dairy products for processing into yogurt, curdled milk, and ultra-high temperature (UHT) milk. Rounding out the list are products that have been produced locally, such as sugar (219,194 MT), tuna production (canned), biscuits, fruit juices, palm oil/condiments, chocolates, and breweries.

Sector Trends: There is growing demand in Côte d'Ivoire for snack foods and ready-to-eat food products attributable to the country's economic growth, urbanization, and its growing middle-class and overall population growth.[9] Demand for food puts pressure on supply chain players to deliver products in sufficient quantities and on time. Supermarkets and grocery stores combined have been experiencing an annual average growth of 8.5 percent [2015-2023]. Industry experts comment that over 35 percent of Ivoirians now shop in supermarkets for their food needs. However, most Ivorians continue to prefer to shop for most of their food needs at more traditional trade outlets such as kiosks, open markets, and convenience stores. Reportedly, open markets and convenience stores account for two-thirds of consumer-packaged goods sales and are visited multiple times per week.

At the same time, the country's food processing industry is widely diversified and concentrated around the milling industry. Processing coffee, cocoa, fruits, oilseeds, poultry, as well as sugar, juice, and non-alcoholic beverages, and canned fish play an important role in the Ivorian food processing industry.

General Consumer Taste and Trends: Côte d'Ivoire's rapid economic growth is enabling the development of more affluent middle-class consumers. There are growing opportunities to tap into the demand of aspirational consumers for premium food and beverage products. Côte d'Ivoire, for instance, in 2024, imported $11.6 million (approx. 7 billion CFA) of champagne, which represents 646,000 bottles, placing it as Africa's second largest champagne importer after South Africa.[10]

[9] Côte d'Ivoire's National Institute of Statistics (INS) informs that the country's urban population is growing by 3.8 percent per annum.

[10] These imports made Côte d'Ivoire the second largest African importer of wine in 2024, behind South Africa, although total imports of alcoholic beverages fell by 16 percent compared to the previous year ($53 million in 2024 vs. $64 million in 2023). See, U.S. Department of Agriculture (USDA)/Foreign Agricultural Service (FAS) Abidjan, Accra, "GAIN-CÔTE D'IVOIRE | IV2024-0013 | It's Time for U.S. Wines in Abidjan," located at: https://www.fas.usda.gov/cote-divoire-cote-divoire-its-time-for-us-wines-abidjan.

Côte d'Ivoire's retail food sales reached $48.8 billion in 2024, representing 5 percent of Ivorian GDP. The sector expanded significantly in recent years, attracting foreign brands, such as Carrefour and Auchan. There is a growing consumer demand for foreign products and brands. Despite such dynamics, the traditional retail market continues to grapple with its supply chain challenges; while at the same time the informal retail sector remains strong, accounting for 75 percent of the market. Retail market growth is also benefitting from new developments and the expansion of e-Commerce.[11]

Côte d'Ivoire's retail food sector has seen tremendous transformation thanks to expanding urbanization, Ivorian youth's embrace of social media, and a growing middle-class. Consumers are demanding higher quality products and are embracing Western tastes and styles. This shift increasingly favors quick service chains like Burger King, KFC, and Pizza Hut. Accelerated by the western business lifestyle, the snacks food market has transformed in recent years better to meet the needs and eating habits of consumers. Snack offerings play a major role in out-of-home consumption and have gone far beyond just quick service. The sector today incorporates snacks being produced by bakeries, restaurants with a takeaway offering, mass distribution, and local shops. In Côte d'Ivoire, the snack food market is large and diversified, with products as varied as chips, donuts, caramel, and sweet bread.

Section 3: Competition

Côte d'Ivoire's Ministry of Commerce and the Ministry of Animal Resources and Fisheries inform that in 2024, imports of fish products represented a very significant share of Ivorian consumption, with 86 percent of fish protein requirements covered by imports and approximately 748,000 MT of fish import. This highlights Côte d'Ivoire's heavy reliance on imports to meet its demand for fish (estimated at 650,000 MT against 110,000 MT of local production). These imports are valued at $866.7 million. The country's main suppliers include Chile (110,778 MT), Senegal (96,804 MT), China (93,357 MT), and Mauritania (82,151 MT).[12]

Côte d'Ivoire is dependent on rice and soft wheat imports. For rice, the country is Africa's largest importer at 1.6 million metric tons (MMT) ($1 billion); required to cover annual local consumption demand of 2.5 MMT. Wheat imports similarly remain in the high figures of late, with imports coming in at about 723,000 MT ($222.5 million), up by 2.5 percent compared to 2023's figures. The country's main suppliers include France (397,252 MT), Germany (66,776 MT), and Latvia (572,785 MT).
The United States is Côte d'Ivoire's 31st largest supplier of food ingredients, with just a 0.6 percent of the market. It is the lowest compared to the two top suppliers: France, 13 percent ($111 million); and the Netherlands, 10.6 percent ($91 million). Côte d'Ivoire's ingredients imports totaled $851 million in 2024. These ingredients are largely made up of wheat, beverage bases, baking inputs, cream and powdered or condensed milk, breakfast cereals, bottle drinks, and wine. France is the largest supplier, driven by beverage bases and other ingredients for which it holds 13 percent of the market.

[11] Côte d'Ivoire's telecommunications infrastructure and growing internet access have laid the groundwork for the further development of e-Commerce. A growing number of Ivorians are accessing sales platforms and websites through their smartphones. According to the country's telecom sector regulator, the mobile internet penetration's rate is estimated at 145 percent, corresponding to 41.4 million active accounts (i.e., most people have more than one SIM card). Local retailers, like PROSUMA, are developing an online sale and delivery system.
[12] U.S.-origin fish exports to Côte d'Ivoire in 2024 total $2.6 million by some estimates (FAS-USDA Trade database).

Section 4: Best Product Prospects

Among other top product prospects, meat and meat products imports ($165.5 million in 2024) also offer good prospects. Traders inform that the beef sector is one of the largest segments of Côte d'Ivoire's food market, followed by the poultry and seafood sectors. Côte d'Ivoire's meat and meat products market has a value already of $1.5 billion and is expected to reach $2.2 billion by 2027. Thanks to changing consumer habits, Ivorians are increasingly interested in consuming high-quality beef and pork. The Ivorian market presents opportunities for companies in the meat, poultry, and seafood sectors. U.S. companies that can capitalize on these opportunities are well-positioned for success in Côte d'Ivoire.

Dairy products are also in high demand. Côte d'Ivoire is 83 percent dependent on imported milk and dairy derivatives. In 2024, the country imported $194.8 million of dairy products. The country aims to increase local fresh milk production by 35 percent and process 50 percent of that volume into products such as yogurt and puddings. This strategy hopes to create 35,000 direct and indirect jobs over the next six years. Rice and wheat are some of the best product prospects for this market. Beverages in general, fresh and dried fruits and vegetables are great prospects as the local production is limited, while consumption is high. Imported prepared sauces, condiments and seasonings are highly appreciated by consumers despite an important local production.

Table 2: Côte d'Ivoire, Top Consumer-Oriented Products Imported from the World (2024)

Year	2022	2023	2024	% Change 2023-24
Products		**$ Million**		
Beef & Beef products	57.5	64.5	65.6	1.69
Soup/Other Food Preparations	33.6	39.3	43.6	11
Fruit & Vegetable Juices	12.3	13.3	15.4	15.8
Poultry & Related Products	2.1	2.5	2.4	-2.6
Dairy Products	193.5	193.3	194.8	0.8
Soybean Meal	59.2	105.9	106.1	0.11
Seafood Products	747.7	847.2	866.7	2.3
Milled Wheat	43.2	37.9	33.6	-11.3
Water and non-alcoholic Bev.	39.2	39.4	26	-34
Bakery, Cereals & Pasta	31.3	33.4	29.9	-10

Source: USDA/FAS BICO; Trade Data Monitor (TDM); FAS Abidjan/Accra office research.

Table 3: Côte d'Ivoire, Top Consumer-Oriented Products Imported from the United States (2024)

Year	2022	2023	2024	% Change 2023-24
Products		**$ Million**		
Beef & Beef Products	2.1	3.5	2.8	-18
Soup/Other Food Preparations	1.3	1.2	0.969	-19.9
Poultry & Related Products	0.44	0.120	0.76	-36.3
Mixed Condiments & Seasonings	0.188	0.112	0.113	0.87
Whiskies (alcoholic beverages)	0.293	0.129	0.20	-84
Fruit & Vegetable Juices	0.19	0.51	0.128	147
Dairy Products	0.7	0.17	0.131	650
Water and non-alcoholic Bev.	0.493	0.330	0.657	98.5

Source: USDA/FAS BICO; Trade Data Monitor (TDM); FAS Abidjan/Accra office research.

Table 4: Côte d'Ivoire, Products Present in the Ivorian Market with Good Sales Potential

Product Category/ Net imports	Major Supply Sources	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
Wheat (HS 1001.9910) $217.6 million	France: 54% Germany: 9% Poland: 7.5%	Currency is fixed with the Euro - competitive pricing.	Local millers are accustomed to blending different origin wheat.
Cream and powdered/ Condensed Milk (HS 0402.10) $66.8 million	France: 24% New Zealand: 20% Netherlands: 13%	Price opportunity is a key driver.	Dairy food processors use powdered milk and related products for production. Insufficient milk production in Côte d'Ivoire. Products from the U.S. might have a high-end price in general.
Mixes and Doughs (Baking inputs) (HS 1901.20) $2.6 million	France: 76% Other: 6% Jordan: 4%	Price is a key driver. Fixed exchange rate.	Baking food processors use these inputs for production. No domestic production of baking inputs in Côte d'Ivoire.
Breakfast Cereals (HTS 190410) $1.9 million	Nigeria: 51.5% Other: 18.9% Lebanon: 4.7%	Price sensitivity is a key driver.	Different food sectors demand these types of products. High demand for producing processed products.
Bottle Drinks (HS 2202.09) $20.9 million	Germany: 29.8% Spain: 14.8% Portugal: 12.7%	Price and quality are key drivers.	Beverage industry is the largest buyer. Local industry is growing.
Beef Products. (HS 0206.29) $52.9 million	Brazil: 36.9% France:10.9% India:8%	Price and quality are key drivers.	Meat processing industry and retail. Distance and freight cost hampers U.S. exports.
Soybean Meal (HS 2304.00) $105 million	Argentina: 75% United States:13% Nigeria: 11%	Price and quality are key drivers. Tariff preferences are also applied to competing countries.	Weak local production. Utilization for animal feed and other sectors.
Wine and Related Products (HS 2204.29) $35.7 million	Spain: 96% France: 2%	Price and quality are key drivers.	Food services and hospitality. Selective.
Pork Meat (HS 0206.49) $94.4 million	Brazil: 19.5% Poland: 18.4% Germany: 15.7%	Price and quality are key drivers.	Mainly used by sausage manufacturers. Local processors recognize quality, but price and availability are a current issue.
Beer and Malt (HS 2203.00) $20.4 million	Germany: 41.7% China: 18.9% Netherlands: 14.5%	Price and quality are key drivers.	Industry in development, room for competition. Establish local processing unit is preferable.
Pasta (HS 1902.19) $1.4 million	Unidentified: 71% Nigeria: 7.5% Italy: 5.6%	Price is key driver.	Large manufacturers source internationally.

Table 5: Côte d'Ivoire, Products Not Present in the Ivorian Market with Good Sales Potential

Product Category/ Net imports	Major Supply Sources	Market Overview
Canned vegetables and pulses. (HS 2002.90/540) $21 million	China: 64% Iran: 25% Italy: 4%	Demanded by the middle-class.
Fructose syrup (HS 1702.60) $4.3 million	China: 63.7% Turkey: 23% India: 6%	Growing beverage processing industry.
Frozen fruits (HS 0804.10) $2 million	Tunisia: 59% France: 9%	Price driven market. Exotic fruits are appreciated.
Whey and Modified Whey (HS 0404.10) $1.4 million	Turkey: 26% France: 18% Italy: 18%	Used by some food processing units.

Section 5: Key Contacts and Further Information

Côte d'Ivoire, Government Regulatory Agencies	Role
Ministry of Tourism and Leisure – Ministère Tourisme et des Loisirs Address: Plateau, Immeuble Postel 2001, 19th Floor Phone: (+225) 27-20242659/ 27-20242664 Website: https://tourisme.gouv.ci/	National Tourism Authority
Ministry of Agriculture and Rural Développement – Ministère de l'Agriculture et du Développement Rural Address: Plateau, Immeuble Caistab, 24th & 25th Floor Phone: (+225) 27-20214238/ 27-20214615 Website: https://agriculture.gouv.ci/	National Agricultural and Rural Development Authority
Ministry of Animal Husbandry – Ministère de l'Élevage **Côte d'Ivoire Veterinary Services Directorate (VSD) - Direction des Services Vétérinaires** Address: Plateau, Immeuble N'SIA, 17th Floor Phone : (+225) 27-20218972	National Animal Health Authority
Ministry of Animal Resources and Fisheries – Ministère des Ressources Animales et Halieutiques Address Secrétariat du Ministre Immeuble CAISTAB, 11ème Phone: (+225) 20-229930 and (+225) 20-213423 Website: https://www.ressourcesanimales.gouv.ci/accueil/	National Livestock and Fisheries Authority
Ministry of Commerce and Industry – Ministère du Commerce et de l'Industrie Website: www.commerce.gouv.ci	National Commerce and Industrial Authority
Côte d'Ivoire Customs (Head Office) – Les Douanes Ivoiriennes Address: Plateau, Face Place de la République Phone: 800-800-70 (Toll free) Website: https://www.douanes.ci/	National Customs Authority
CODINORM (Standards Authority) – Côte d'Ivoire Normes Cocody 2 Plateau/Sideci / Angle Boulevard Latrille-Rue K 115 Villa 195 (SOCOCE 2 Plateau) Phone: (+225) 27-22411791/ (+225) 27-22590010 Email: info@codinorm.ci	National Standards Authority
National Statistics Institute – Institut National de Statistiques (INS) Website: www.ins.ci	National Statistical Authority

USDA/FAS Office of Agricultural Affairs (OAA) – Coastal West Africa Region	
U.S. Embassy/FAS OAA Abidjan Abidjan, Cocody Riviera Golf 01 B.P. 1712 Abidjan 01, Côte d'Ivoire Tel: +225 2722 494 000 Email: agabidjan@usda.gov Websites: https://www.fas.usda.gov/regions/cote-divoire http://www.fas.usda.gov	U.S. Embassy/FAS OAA Accra No. 24 Fourth Circular Road Cantonments Accra, Ghana Tel: +233 (0) 30 274-1590 Email: agaccra@usda.gov Websites: https://fas.usda.gov/regions/ghana http://www.fas.usda.gov

Links to USDA/FAS OAA – Coastal West Africa Region – FAIRS Reports

- USDA/FAS Abidjan – GAIN CÔTE D'IVOIRE | IV2024-0006 | FAIRS Country Report Annual - 2024[13]
- USDA/FAS Accra – GAIN-GHANA | GH2025-0019 | FAIRS Country Report Annual – 2025[14]
- USDA/FAS Accra – GAIN-GHANA | GH2025-0020 | FAIRS Certificate Report Annual – 2025[15]

Note: The GAIN-CÔTE D'IVOIRE | FAIRS Country and Certificate Annual-2025 reports are scheduled for release in September/October 2025.

Links to U.S. Government Sources

- USDA/FAS – Global Agricultural Trade System (GATS): https://www.fas.usda.gov/GATS
- USDA/FAS – Global Agricultural Information Network (GAIN): https://gain.fas.usda.gov/
- U.S. Department of Commerce/International Trade Administration (ITA), "Côte "Côte d'Ivoire – Country Commercial Guide, Customs Regulations," located at: https://www.trade.gov/country-commercial-guides/cote-divoire-customs-regulations
- U.S. Department of Commerce/International Trade Administration (ITA) - Ghana Country Commercial Guide: https://www.trade.gov/country-commercial-guides/ghana-market-overview
- U.S. Embassy Abidjan, Côte d'Ivoire: Website: https://ci.usembassy.gov/
- U.S. Embassy Abidjan, Côte d'Ivoire: X: https://x.com/USEmbAbidjan
- U.S. Embassy Abidjan, Côte d'Ivoire: Facebook: https://www.facebook.com/USAbidjan/?ref=ts&fref=ts#
- U.S. Embassy Abidjan, Côte d'Ivoire: Instagram: https://www.instagram.com/USEmbAbidjan/

Attachments:

No Attachments

[13] U.S. Department of Agriculture (USDA)/Foreign Agricultural Service (FAS) Abidjan, Accra, "GAIN CÔTE D'IVOIRE |IV2024-0006 | FAIRS Country Report Annual-2024," located at: https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Country%20Report%20Annual_Accra_Cote%20d%27Ivoire_IV2024-0006.

[14] U.S. Department of Agriculture (USDA)/Foreign Agricultural Service (FAS) Accra, "GAIN-GHANA | GH2025-0019 | FAIRS Country Report Annual – 2025," located at: https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Country%20Report%20Annual_Accra_Ghana_GH2025-0019.

[15] U.S. Department of Agriculture (USDA)/Foreign Agricultural Service (FAS) Accra, "GAIN-GHANA | GH2025-0020 | FAIRS Certificate Report Annual – 2025," located at: https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Export%20Certificate%20Report%20Annual_Accra_Ghana_GH2025-0020.