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Prepared By: Yaya Ouattara, Marketing Specialist and Mariano J. Beillard, Regional Agricultural Counselor

Approved By: Mariano Beillard, Regional Agricultural Counselor

Report Highlights:

Côte d'Ivoire's retail food industry is on an upward trajectory; it is a major importer of food products and ingredients. Food imports will grow in the near- to medium-term since the retail food industry is unable to meet demand through domestic food manufactures alone. In 2023, imports of food products hit \$845 million, up 7 percent from \$791 million in 2022. Côte d'Ivoire is the gateway and central hub for the West African regional market; also its growing middle-class (with preferences for both local and foreign taste sensations) and improving standard of living offer exciting opportunities. Growing purchasing power of Ivorian households, greater awareness and access to gourmet products, and consumer taste for international cuisines and food products act as growth catalysts in the sector. The fast growing food retail industry benefits from expanding urbanization and a growing middle-class. Ivorian consumers' demand for quality food imports is resilient despite inflation and the high cost of living.

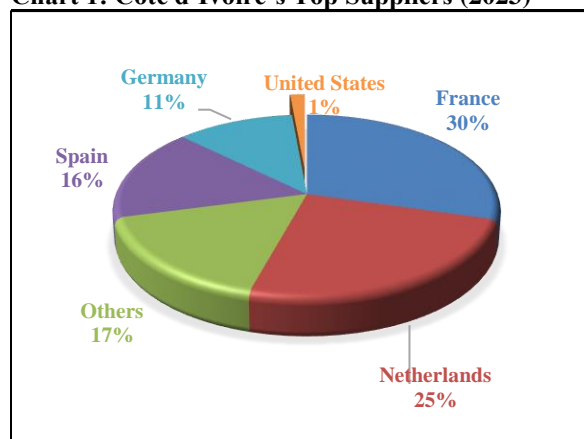
Retail Foods Report

Executive Summary

Côte d'Ivoire is the gateway to the Francophone West African market. In 2023, the country's gross domestic product (GDP) growth rate reached 6.4 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). Côte d'Ivoire is the world's top cocoa and cashew producer and a leading player throughout 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: Côte d'Ivoire's Top Suppliers (2023)



Food Retail Industry: Côte d'Ivoire's retail food sales reached a high of \$42.9 billion in 2023; accounting for over 15 percent of GDP. The retail sector expanded significantly in recent years, attracting foreign brands, like Carrefour and Auchan. This has created a new dynamic and vigorous competition. Prosuma, Carrefour, Auchan, and Compagnie de Distribution de Côte d'Ivoire (CDCI) are the main players. Together, the four chains represent 35 percent of retail revenues. The retail ecosystem includes hypermarkets, supermarkets, cash & carry stores, and traditional markets.

Food Processing Industry: Côte d'Ivoire's food industry is comprised of 2,729 registered companies; approximately 89 percent of them are small companies with less than 20 employees. Food processing sales are a major focus in the domestic market, which accounts for 57 percent of revenues.

Food Service Industry: Côte d'Ivoire's food service sales reached \$1.3 billion in 2023. Growth in 2024 is projected to increase thanks to major investment in the hotel and restaurant sector over the past year.

Quick Facts CY 2024

Imports of Consumer-Oriented Products

(\$845 million)

List of Top 10 Growth Products in Host Country

- | | |
|-----------------------|----------------------------|
| 1) Dairy products | 2) Pork & pork products |
| 3) Fresh vegetables | 4) Wine, related products |
| 5) Beef & beef prod. | 6) Non-alcoholic bevs. |
| 7) Food preparations | 8) Processed vegetables |
| 9) Eggs, egg products | 10) Bakery, cereals, pasta |

Food Industry by Channels (U.S. billion)

Retail Food Industry	\$42.9 billion
Food Service-HRI	\$1.3 billion
Food and Agriculture Exports	\$6 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): 30

GDP (billions USD): \$79.4

GDP per capita (USD): \$2,728

Sources: National Statistics Institute, market intelligence, TDM, Industry Association reports.

Strengths/Weaknesses/Opportunities/Threats

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> Open and easily accessible market, well-established, with modern distribution channels. Offers tax credits and incentives to investments. 	<ul style="list-style-type: none"> 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.
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"> Growing middle-class. Consumer demand for value, high-quality. 	<ul style="list-style-type: none"> Strong competition from Europe and Asia.

Section 1: Market Summary

Côte d'Ivoire's 2023 gross domestic product (GDP) growth rate of 6.5 percent (with 2024 GDP growth being projected to climb by 7 percent) makes the country one of the world's fastest growing economies. It is the economic engine of Francophone West Africa, accounting for 39 percent of the West African Monetary Union's (WAEMU) economic output.¹ With a population hovering at 30 million, over 60 percent of Ivorians are 25-years of age or younger.² Côte d'Ivoire is the gateway and central hub for the West African regional market; with a growing middle-class (with preferences for both local and foreign taste sensations) and an improving standard of living, it offers exciting opportunities for investment. The country is the go-to locale for many international events like the Africa-CEO Forum and the 2024 African Cup of Nations.

Cote d'Ivoire (which is slightly larger than the U.S. state of New Mexico) is heavily dependent on agriculture and related activities, which engages two-thirds of the population.³ The country is the world's largest producer and exporter of cocoa beans and a major producer and exporter of coffee, palm oil, and cashews. In 2023, imports of food and agricultural products were \$3.2 billion. The country's economy remains robust despite higher import prices, rising global and domestic interest rates, and falling external demand. U.S. exporters interested in the Ivorian market should be aware that the country's growing middle-class has a mix of local and foreign tastes, is in tune with the global market, and demands international standards and quality products. The bulk of Ivorian consumers are primarily located in the forested south, with the highest concentration of people residing in and around the cities on the country's Atlantic coast.

Development of the industrial sector, coupled with an attractive investment code that provides incentives, is fueling the Ivorian processing industry's expansion. Traditional economic sectors, including agriculture, are expanding processing capabilities and adding value to production. The country's retail sector has expanded significantly in recent years, attracting several foreign brands; at the same time, new national retails companies are emerging. Greater formalization is fueling retail sector growth; increased urbanization is also encouraging Ivorian consumers to spend more in supermarkets and at shopping malls. However, much of the country's retail market remains informal; evidencing a reluctance to formalize due to associated high costs.

¹ Members of the West African Economic and Monetary Union (Union économique et monétaire ouest-africaine - known also by its French acronym, UEMOA) include Benin, Burkina Faso, Côte d'Ivoire, Guinea-Bissau, Mali, Niger, Senegal, and Togo. The WAEMU member countries are seeking greater regional integration through the unification of external tariffs. As Francophone West Africa's leading economic hub and the world's largest cocoa producer, counting along with a sizeable manufacturing sector, Côte d'Ivoire exerts significant regional influence. See, International Monetary Fund at <https://www.imf.org/en/Publications/SPROLLS/WAEMU-362#sort=%40imfdate%20descending>.

² Cote 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 younger than 25-years of age (as of 2020); the total fertility rate is holding steady at 3.5 children per woman, and contraceptive use is under 30 percent.

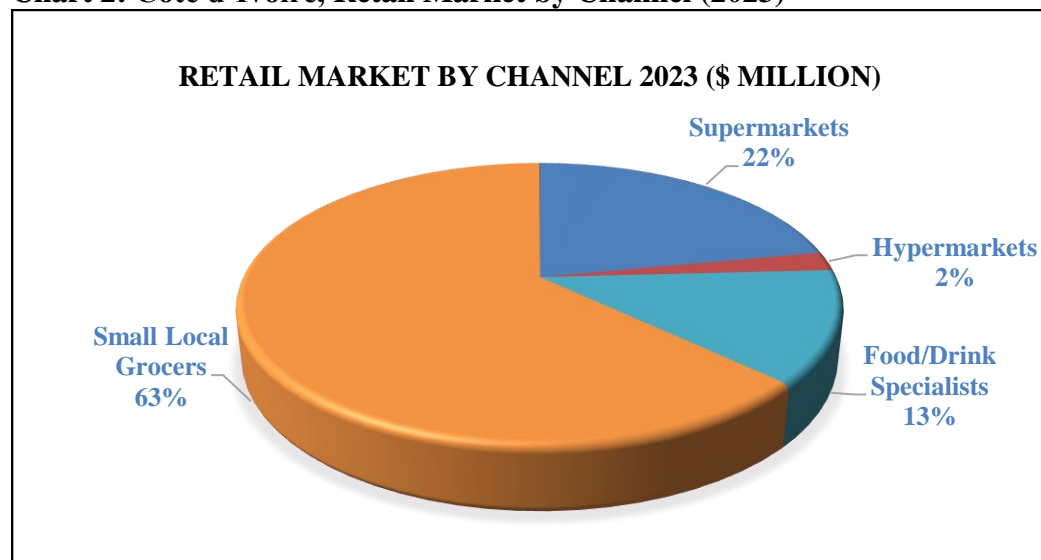
³ Agriculture accounts for 25 percent of GDP and 6 percent of export receipts. Besides cocoa and cashews, Côte d'Ivoire exports coffee, rubber, cotton, palm oil, and bananas. The country imports wheat, corn meal, and dairy products and is the fifth-largest rice importer in the world, with 1.25 million 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.

Advantages and Challenges

ADVANTAGES	CHALLENGES
Côte d'Ivoire's Investment Promotion Center promotes multinationals and foreign investment.	Slow and or opaque decision-making process within the Ivorian government.
Good infrastructure and advanced digitization; growing electronic/digital payment systems.	Internet network, quality, and permanent supply are still insufficient.
Expatriates and multinational companies often demand innovative and high-performance ingredients not yet present in the market.	Import procedures are complex for new products; high cost of customs-clearance, uncertain clearance times.
The United States is known as a consistent supplier of high-quality products.	Flood of low- to medium-quality Asian products. Price sensitive market.
Limited, but growing domestic processing industry.	Consumers prefer some domestic products.
International standards are known and accepted.	French language labeling and packaging.
A young population interested in new products.	Limited qualified staff or qualifications not in line with the needs of private sector.
Retailers offer foreign goods to differentiate themselves from competitors, develop new niche markets and gain high-end consumers' attention.	Imported products are generally considered to be luxury goods. Consumers associate Europe with sophistication and tradition, which gives some advantage to European companies.
Importers are frequently searching for new-to-market products as they must update their portfolio from time-to-time to compete.	Importers buy small quantities to test the market. U.S. suppliers' reluctant to sell in small quantities.
The U.S. food industry is responsive to consumers' demand, despite product segmentation.	Consumers perceive U.S. food products to be overly processed and relatively unhealthy.

Retail Sales by Channel

Chart 2: Côte d'Ivoire, Retail Market by Channel (2023)



Sources: Euromonitor; FAS Abidjan/Accra office research.

Chart 3: Côte d’Ivoire, Retail Market by Channel (2023)

Category	2022 (\$ Million)	2023 (\$ Million)	Market Share %
Small Local Grocers	3,784.6	4,158.2	63
Supermarkets	1,278.1	1,454.0	22
Food/Drinks Specialists	774.3	852.4	13
Hypermarkets	126.4	143.0	2
Discounters	-	-	0
Warehouse Clubs	-	-	0
Foods e-Commerce	2.7	2.9	0.04

Sources: Euromonitor; Ghana Statistical Service; FAS Abidjan/Accra office research.

Côte d’Ivoire’s retail sales grew at a very fast pace, 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 with 63 percent of the market. The lower performing channels include Food e-Commerce (electronic commerce), the Discounters, the Hypermarkets, and the 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 highly recommendable 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](#)).

- Collect and analyze market potential and compliance with market conditions and regulations. For that, reach out to the USDA/FAS OAA 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 OAA Abidjan/Accra team for assistance in identifying credible importers and distributors.
- Directly contact 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 Ivorian 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 Côte d’Ivoire importers and are suitable venues for face-to-face meetings and networking (e.g., the Gulfood and Anuga food trade shows).

Market Research: Côte d’Ivoire is an open market, liberalized, and welcoming foreign investment. It offers foreign investors and companies alike the possibility to register as formal businesses. U.S. exporters interested in this market should engage with the Ivorian 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, [Single Window for Foreign Trade, Côte d’Ivoire - trade \(guce.gouv.ci\) and CEPICI](#)).⁴

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.⁵

Import Procedures: Ivorian 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 \(trade.gov\)](#)).⁶ Côte 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.⁷ 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.

⁴ See, Guichet Unique du Commerce Extérieur located at: <https://guce.gouv.ci/cepici?lang=en>. Also see, 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.

⁵ Business customs in Côte d’Ivoire are somewhat more formal than in the United States. Ivorian 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.

⁶ 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>.

⁷ The Economic Community of West African States (ECOWAS; also known by the acronym CEDEAO in French and Portuguese) is a regional political and economic union of fifteen countries of West Africa. Collectively, the countries comprise an area of 5,114,162 square kilometers (1,974,589 square miles) with an estimated population of over 424 million. The 15-member states include: Benin; Burkina Faso (suspended); Cape Verde; Gambia; Guinea (suspended); Guinea-Bissau; Ivory Coast; Liberia; Mali (suspended); Niger (suspended); Senegal; Sierra Leone; and Togo.

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:

- 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 are done at wholesale and or at retail outlets, either in a local market, local shop or at an established chain. Exporters should consider the requirements of the product and its potential market when choosing 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 2023, more than 650,000 metric tons (MT) of wheat flour was milled in the country by just three companies. Wheat is the largest imported item into the country totaling \$267 million in 2023. The second largest import in Côte d'Ivoire is dairy. There are six major companies 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 (200,000 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.⁸ 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 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 Ivoirians 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 market 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 Ivoirian 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 these aspirational consumers' demand for premium food and beverage products. Côte

⁸ Côte d'Ivoire's National Institute of Statistics (INS) informs that the country's urban population is increasing by 3.8 percent per annum.

d'Ivoire for instance, is ranked as Africa's third-largest champagne importer (it imported over 349,000 bottles in 2023) just behind Nigeria and South-Africa.

Côte d'Ivoire's retail food sales reached \$42.9 billion in 2023 and accounted for more than 15 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 product 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 about 75 percent of the market. Retail market growth is also starting to benefit from new developments and the expansion of e-Commerce.⁹

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 more quality products and are adopting western tastes and styles; these are increasingly favoring quick service chains like those of Burger King, KFC, and Pizza Hut to name some. Accelerated by the COVID-19 pandemic, the snacks food market has transformed in recent years to better meet the needs and eating habits of consumers. Snacks 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 take-away offering, mass distribution, and local shops. In Côte d'Ivoire, the snacks food market is large and diversified with products as varied as chips, donuts, caramel, and sweet bread present.

Section 3: Competition

Côte d'Ivoire's Ministry of Commerce informs that seafood (i.e., fish, frozen) accounts for 90 percent of the country's food imports; these imports are valued at \$845.8 million. The country's main suppliers include Mauritania (955,132 MT), the Netherlands (497,674 MT), and Eastern Europe (331,172 MT).¹⁰

Côte d'Ivoire is dependent on rice and soft wheat imports. For rice, the country is Africa's largest importer at 1.3 million metric tons (MMT) (\$733.8 million); required to cover annual local consumption demand of 2.5 MMT. Wheat imports similarly have been in the high figures of late, with imports coming in at about 706,000 MT (\$270 million), up by 13 percent compared to 2022's figures. The country's main suppliers include France (328,816 MT), Ukraine (101,720 MT), and Germany (66,939 MT).

The United States is Côte d'Ivoire's 38th largest supplier of food ingredients, with just a 0.3 percent of the market. It is the lowest compared to the three top suppliers: France, 16 percent

⁹ 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.

¹⁰ U.S.-origin fish export to Côte d'Ivoire in 2023 total \$2.5 million by some estimates. See, for additional details Côte d'Ivoire's [National Import Database](https://data.gouv.ci/applications/chiffres-sur-la-production-les-importations-et-exportations-de-poissons-et-de-viande-graphiques-divers) located at: <https://data.gouv.ci/applications/chiffres-sur-la-production-les-importations-et-exportations-de-poissons-et-de-viande-graphiques-divers>.

(\$117 million); Spain, 8.5 percent (\$62 million); and the Netherlands 7 percent (\$51 million). Côte d'Ivoire's ingredients imports totaled \$730 million in 2023. 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 16 percent of the market.

Section 4: Best Product Prospects

Among other top product prospects, meat and meat products imports (\$165 million in 2023) 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 the seafood sectors. Côte d'Ivoire's meat and meat products market are valued at \$1.5 billion and is expected to reach \$2.2 billion by 2027. The poultry market today is valued at \$500 million and is expected to reach \$700 million by 2027. Thanks to changing consumer habits, Ivorians are increasingly interested in consuming high-quality beef and pork meat. Per capita meat consumption in Côte d'Ivoire is expected to increase from 31 kilograms (kg) in 2022 to 35 kg by 2027. The Ivorian market presents significant 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 Cote d'Ivoire.

Dairy products are also in high demand. Côte d'Ivoire is 83 percent dependent on imported milk and dairy derivatives. In 2023, dairy imports reportedly reached \$72.3 billion. 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. Similarly, rice and wheat are also some of the best product prospects for this market. In 2023, the country also imported approximately \$173 million worth of beverages, as well as \$106 million in fresh and dried fruits and vegetables.

Imports of prepared sauces, condiments and seasonings are on the rise. Imports increased from 4,093 MT in 2022 to 5,141 MT in 2023. The import market is valued at \$3 million. Despite a local processing sector for sauces, dressing and condiments (estimated at \$150 million), Côte d'Ivoire still imports different types and brands of these products. These products are distributed through all the channels.

Top Consumer-Oriented Products Imported from the World

Year	2021	2022	2023	% Change 22/23
Products	\$ Million			
Beef & Beef products	57.1	57.5	64.5	12.16
Sauce/Food Preparations	6.7	4.9	7.3	48
Non-Alcoholic Beverages	36.8	35.2	39.4	11.93
Fruit & Vegetable Juices	9.9	12.3	13.3	7.8
Poultry & Related Products	3	2.1	2.4	15.35
Dairy Products	211.8	193.5	193.3	-0.12
Soybean Meal	88.2	59.2	105.2	78.9
Seafood Products	755.3	747.7	847.2	13.3
Milled Wheat	39.8	43.2	37.9	-12
Water (including Mineral Waters and Aerated)	36.8	35.2	39.4	11.93
Bakery, Cereals & Pasta	33.1	31.3	33.4	6.7

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

Top Consumer-Oriented Products Imported from the United States to Côte d'Ivoire

Year	2021	2022	2023	% Change 22-23
Products	\$ Million			
Beef & Beef Products	1,880,819	2,155,508	3,536,086	64.05
Offal, Bovine Frozen	1,880,510	2,098,878	3,446,764	64.22
Sauce/Food Preparations	637,937	1,347,065	1,211,255	-10.08
Non-Alcoholic Beverages	278,554	493,328	330,864	-31.02
Poultry & Related Products	0	44,679	120,341	169.35
Mixed Condiments & Seasonings	649,128	188,008	112,199	-40.32
Whiskies	84,893	146,956	114,811	-21.87
Fruit & Vegetable Juices	15,059	19,981	51,960	160.05
Grape Juice, No Vitamins	14,061	18,894	27,924	47.79
Dairy Products	3,098	7,967	17,589	120.77
Cocoa Preparation	10,295	2,696	7,259	169.25
Water (including Mineral Waters and Aerated)	4,968	15,599	7,070	-54.68
Almonds, Fresh, Dried, Shelled	7,958	2,648	4,860	83.53
Nuts and Other Seeds	0	1,920	2,778	44.69
Flour Meal	4,367	3,914	33	-99.16

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

Products Present in 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) \$267 million	France: 45% Ukraine: 14% Germany: 11%	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) \$18.5 million	New Zealand: 25% Netherlands: 18%	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) \$1.9 million	France: 79% 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) \$3 million	Nigeria: 41%	Price sensitivity is a key driver.	Different food sectors demand these types of products. High demand for producing processed products.
Bottle drinks. (HS 2202.29) \$39 million	Germany: 32% Spain: 17% Ghana: 13%	Price and quality are key drivers.	Beverage industry is the largest buyer. Local industry is growing.
Beef products. (HS 0206.29) \$64 million	Brazil: 24% France: 15% India: 12%	Price and quality are key drivers.	Meat processing industry and retail. Distance and freight cost hampers U.S. exports.
Soybean Meal (HS 2304.00) \$104 million	Argentina: 46% Nigeria: 35% United States: 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) \$10 million	Spain: 96% France: 1%	Price and quality are key drivers.	Food services and hospitality. Selective.
Pork Meat (HS 0206.49) \$96 million	Poland: 18% Brazil: 16% Germany: 13%	Price and quality are key drivers.	Mainly used by sausage manufacturers. Local processors recognize quality, but price and availability are a current issue.
Beer & Malt (HS 2203.00) \$20 million	Germany: 40% China: 23% Netherlands: 14%	Price and quality are key drivers.	Industry in development, room for competition. Establish local processing unit is preferable.
Pasta (HS 1902.19) \$5 million	Unidentified: 33% Morocco: 16% France: 13%	Price is key driver.	Large manufacturers source internationally.

Products Not Present in Market with Good Sales Potential

Product Category/ Net imports	Major Supply Sources	Market Overview
Canned vegetable and pulses. (HS 2002.90/540) \$31 million	China: 60% Italy: 10% India: 9%	Demanded by the middle-class.
Fructose syrup (HS 1702.60) \$2.5 million	Turkey: 93% India: 2%	Growing beverage processing industry.
Frozen fruits (HS 0804.10) \$2 million	Tunisia: 40% Turkey: 8%	Price driven market. Exotic fruits are appreciated.
Whey and Modified Whey (HS 0404.10) \$1.9 million	Italy: 39% Ireland: 17% France: 13%	Used by some food processing units.

Products Not Present in Market due to Significant Barriers: Not applicable.

Section 5: Key Contacts and Further Information

Côte d'Ivoire, Government Regulatory Agencies

Ministry of Agriculture - 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/>

Ministry of Animal Husbandry

Côte d'Ivoire Veterinary Services Directorate (VSD) - Direction des Services Vétérinaires

Address: Plateau, Immeuble N'SIA, 17th Floor

Phone : (+225) 27-20218972

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/>

Ministry of Commerce and Industry - Ministère du Commerce et de l'Industrie

Website: www.commerce.gouv.ci

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/>

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 Statistics Institute -Institut National de Statistiques (INS)

Website: www.ins.ci

FAS Abidjan, Côte d'Ivoire
Office of Agricultural Affairs

Phone: +225 2722 494 000

Email: AgAccra@usda.gov

Website: <https://fas.usda.gov/regions/cote-divoire>

Physical Address:

American Embassy

Abidjan, Cocody Riviera Golf

01 B.P. 1712 Abidjan 01

Côte d'Ivoire

Attachments:

No Attachments