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Report Highlights:

Côte d'Ivoire is the gateway to the Francophone West African market. U.S.-origin food products' presence in the Ivorian market is low compared to that of European suppliers. Nevertheless, this market offers American food exporters good potential. Côte d'Ivoire, with GDP growth in 2024 projected at reaching about 7 percent, makes this country one of the fastest growing on the African continent and in the world. It benefits from a youthful, growing middle-class. The country is also the world's largest producer and exporter of cocoa beans, as well as counts with UNESCO World Heritage Sites, that include the likes of Grand-Bassam, Comoé National Park, and Taï National Park. All of which attract business and leisure travelers. Côte d'Ivoire is Africa's third most popular destination with business travelers, trailing just behind Nigeria and Morocco. Business travel accounts for over two-thirds of tourism spending, mostly coming from regional conferences and exhibitions.

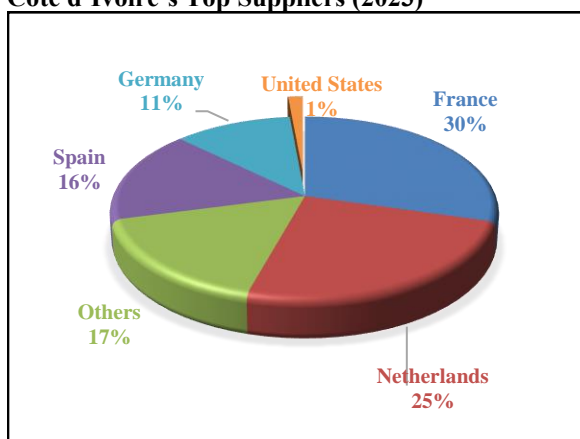
FAS Hotel Restaurant Institutional Report

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 nuts 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.

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 (USD 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)

Prosuma	CDCI	Carrefour	Auchan	Miniprix
Sangel	Super U	Supeco	Mata Holding	Monoprix

GDP/Population

Population (millions): 30

GDP (billions USD): \$79.4

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

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

Strengths/Weaknesses/Opportunities/Threats

Strengths	Weaknesses
<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.
Opportunities	Threats
<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 I: Market Summary

Côte d'Ivoire (larger than 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 locales. It is heavily dependent on agriculture and related activities, that engages two-thirds of the populace.² Côte d'Ivoire is the world's largest producer and exporter of cocoa beans and a major producer of coffee, palm oil, and cashew nuts. Even so, the country has a sizable manufacturing sector, allowing it to exert significant regional economic and political influence.

In calendar year (CY) 2023 (January-December), imports of food and agricultural hit \$3.2 billion. So far in CY 2024 (January-September), food and agricultural product imports are coming in at \$2.6 billion, up almost 8 percent compared to the same period in 2023. The West African (*Communauté Financière Africaine* - CFA) franc's value, however, is fluctuating and falling, fueling inflation. In 2024, Côte d'Ivoire is vulnerable to a global inflationary environment, aggravated by the Russia-Ukraine war, as well as by rising commodity and oil prices. Côte d'Ivoire's 2023 gross domestic product (GDP) growth rate of 6.5 percent (with 2024 GDP growth being projected to climb to 7 percent) makes it one of the world's fastest growing economies. It is Francophone West Africa's economic engine, accounting for 39 percent of the West African Monetary Union's (WAEMU) economic output.³ The economy is robust despite high import prices, rising global and domestic interest rates, and falling external demand.

Côte d'Ivoire is the gateway and central hub for the West African regional market; with a growing middle-class (with its preferences for both local and new foreign taste sensations) and an improving standard of living, it offers exciting opportunities for high-quality food products. Most Ivorian consumers are in the forested south of the country, with the highest population clusters in and around the cities on the Atlantic coast. The country is the go-to locale for international events like the Africa-CEO Forum and the 2024 African Cup of Nations. Abidjan, Côte d'Ivoire's economic capital, is a vibrant city of over 6 million, making it a prominent business traveler and tourism destination.

The Ivoirians are trying to build up tourism into a key pillar to the economy, seeking to attract 5 million foreign visitors per year by 2025. The Ministry of Tourism serves as the country's regulatory authority,

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 Ivorian 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 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>.

regulating the oversight and tourism development through the national Tourism Code. The National Tourism Board (*Office National du Tourisme*, known by the French acronym, ONT) implements the Ivorian government’s tourism policy, promoting the country as a tourism destination.⁴

In terms of the country’s hotel-restaurant-institutional (HRI) industry infrastructure, the sector is highly competitive. Reportedly there are around 4,500 hotels operating throughout Côte d’Ivoire with some 40,000 rooms. Most hotel room space is in Abidjan, the country’s economic and commercial capital. Business travelers account for two-thirds of the overnight stays. Côte d’Ivoire, and particularly Abidjan, is the third most popular business travel destination on the African continent only trailing Nigeria and Morocco. Leading international hotel chains operating in Côte d’Ivoire include the likes of Accor Group’s Sofitel, Pullman, Ibis, Mövenpick, Radisson Blu, Novotel, Marriott Bonvoy, and others.

The restaurant scene is diverse and entertaining in Côte d’Ivoire’s Abidjan, Yamoussoukro (i.e., the administrative capital), and other cities along the coast such as San-Pédro (the second largest port and known for its nightlife and beaches). Eating out ranges from affordable light snacks from street stalls to fine dining establishments at restaurants often attached to the luxury hotels. Restaurants can cook up everything from traditional Ivorian favorites like *allico* (fried plantains with boiled eggs and spicy sauces) to *l’attiéké* (grated yams with grilled fish), and *shougoulla* (charbroiled meat); all of which offer potential opportunities for U.S. exporters to fill food ingredient niches. Lively nightclubs and bars abound in Côte d’Ivoire’s cities, which can serve as new destinations for U.S. wines and spirits (see, [GAIN-CÔTE D’IVOIRE | IV2024-0013 | Côte d’Ivoire – It’s Time for US Wines in Abidjan](#)).⁵

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.
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; update 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.
International hotels and restaurants present.	Purchasing power of most Ivorian is low.

⁴ Sources report that there are 12 Regional Tourism Directorates, counting with 20 departmental directorates within the ONT. The Ivorian government is implementing its 2018-25 Sublime Côte d’Ivoire (CFA 3.2 trillion or ~\$5.5 billion) tourism strategy. It is meant to overhaul of the country’s tourism sector and includes: 1) the strengthening of the Tourism Code; 2) upgrades to transportation and infrastructure; 3) attraction development; and 4) better facilitates administrative procedures.

⁵ GAIN-CÔTE D’IVOIRE | IV2024-0013 | Côte d’Ivoire – It’s Time for US Wines in Abidjan, located at: <https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Cote%20d%27Ivoire%20-%20It%27s%20Time%20for%20US%20Wines%20in%20Abidjan%20Accra%20Cote%20d%27Ivoire%20IV2024-0013>.

Section II: Roadmap for Market Entry

Entry Strategy: It is 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](#) and [GAIN-CÔTE D'IVOIRE | IV2024-0009 | Côte d'Ivoire, Retail Foods Annual - 2024](#)).⁶

- 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, franchisee and distributors.
- Directly contact the local agent, importer, franchisee and or distributor to register the U.S.-origin food, brand 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 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, SIAL, and Anuga food trade shows).⁷

Market Research: Côte d'Ivoire is an open market, liberalized, and welcoming of foreign investment. It offers foreign investors and companies alike the possibility to register as formal businesses. U.S. exporters interested in a local affiliate presence 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](#)).⁸

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 routinely used. It is worthwhile to one's their title and their firm's name translated into French.⁹

⁶ 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. GAIN-CÔTE D'IVOIRE | IV2024-0009 | Côte d'Ivoire, Retail Foods Annual – 2024, located at: https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Retail%20Foods%20Annual_Accra_Cote%20d%27Ivoire_IV2024-0009.

⁷ See, USDA/FAS Trade Shows located at: <https://fas.usda.gov/topics/trade-shows>.

⁸ 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'Enterprises* located at: https://www.cepici.gouv.ci/creation_entreprise.

⁹ 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

Import Procedures: Ivoirian companies may 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 \(trade.gov\)](#)).¹⁰

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.¹¹ 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. 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 expiration date.

U.S. exporters should be aware of higher freight rates and longer transit times to/from the United States compared to those of European ports. There are also relatively high cost of customs-clearance and uncertain clearance times associated with dealing with Côte d’Ivoire. Other market logistical 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.

Sector Trends

The Hotel Industry, it is Growing: The hotel industry in the country is highly competitive. There are several quality luxury and niche hotel operators. The number of hotels has jumped in the past decade,

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.

¹⁰ 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>.

¹¹ 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.

going from 2,500 in 2011 to around 4,500 by 2022. Most are in Abidjan, where several leading international hotel chains, including Sofitel, Pullman, Ibis and Radisson, have entered the market in recent years and plan to expand their portfolio throughout the country. Other hotel chains, including the likes of Adagio, Ritz-Carlton, Four Seasons, and Sheraton are also set to launch hotels.

The W. Hospitality Group's "2023 Hotel Chain Development Pipelines in Africa" ranks Côte d'Ivoire among the top 10 African destinations in terms of its hotel chain development pipeline.¹² Reportedly there are 15 hotels currently planned or under construction, which will add 2,337 rooms to the country's hotel room inventory. Côte d'Ivoire aims to establish tourism as the third pillar of its economy targeting attracting 5 million foreign tourists per year, helping in the process to create 700,000 jobs in the sector.

What is There in Terms of HRI and What is Needed: Côte d'Ivoire ranks third on the continent for business tourism, trailing just behind Nigeria and Morocco. Business travel accounts for more than two-thirds of tourist spending in the country, mostly in the form of regional conferences and exhibitions. Despite this, the country's potential to become a regional destination for meetings, conferences and exhibitions remains largely untapped. Currently, in Côte d'Ivoire there is no major conference center with a capacity to accommodate upwards of 5,000 people. The Abidjan Conference Centre, which spans approximately 2,000 square meters, is the only large venue and is located outside of the city center. To address this issue, the Ministry of Tourism is focusing on expanding conference facility infrastructure.

A project in the pipeline is the Abidjan Business City, aiming to build a central location for meetings and conferences. It will include a 5,000-person-capacity conference center and hall. The trend of late has shifted from all-out development of high-end products to a greater emphasis on more standardized, entry-level and intermediate establishments (i.e., super economy, economy and mid-range venues).

Investors and international hotel groups present, or new entrants to the market, are seeing good growth prospects for African economies and the blossoming of local tourism. Some are moving in the direction of differentiated market coverage, with opening "mid-range" or even "budget-level" brands previously reserved for the Western markets. This is the case of the Accor Group, which is already well established in Côte d'Ivoire and on the African continent in terms of the number of hotels; focusing lately on developing its Ibis (super economy and economy) and Novotel (mid-range) brands.¹³

Also, the emergence of an African middle-class for both the business and leisure travel segments, is looking for budget-friendly products that meet the needs of the modern traveler. This is influencing hotel chains' own strategic choices. Over time, investors and international groups are adjusting to better account for these evolving consumer preferences and needs. There has been a surge of local entrepreneurs that are showing keen interest in hotel development.

Food, A Bite to Eat, Where to Find It: There is growing demand in Côte d'Ivoire for snack foods and ready-to-eat food products thanks to the country's economic growth, urbanization, and its growing

¹² The W. Hospitality Group is a Lagos, Nigeria-based consultancy group specialized in advisory services in the hotel, tourism, and leisure industry since 2003. See, "Hotel Chain Development Pipelines in Africa 2023" located at: <https://w-hospitalitygroup.com/hotel-chain-development-pipelines-in-africa-2023/>.

¹³ Accor S.A., is a French multinational hospitality company that owns, manages, and franchises hotels, resorts, and vacation properties. It is Europe's largest hospitality company and the sixth largest worldwide (operating in over 5,500 locations and over 110 countries). Its hotel brands include Luxury (e.g., Raffles, Fairmont, Sofitel), Premium (e.g., MGallery, Pullman, Swissôtel), Mid-Scale (e.g., Novotel, Mercure, Adagio), and Economy (e.g., Ibis, hotelIIF1).

middle-class and overall population growth.¹⁴ Demand for food puts pressure on supply chain players to deliver products in sufficient quantities and especially on time. Supermarkets and grocery stores combined have been experiencing annual average growth of 8.5 percent [2015-2023]. FAS Abidjan/Accra (Post) sources comment that over 35 percent of Ivoirians now shop in supermarkets for their food needs. However, most Ivoirians continue to prefer to shop for the bulk of their food requirements 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.

Food, The Processing Industry: At the same time, the country’s food processing industry is widely diversified and concentrated around the local 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.

Food, General Consumer Taste and Trends: Côte d’Ivoire’s rapid economic growth is enabling the development of a cohort of more affluent middle-class consumers. There are growing opportunities to tap into these aspirational consumers’ demand for imported premium HRI food and beverage products.

Section III: Competition

The hospitality industry in Côte d’Ivoire is highly competitive, with many international hotel chains entering the market and planning to expand. The number of international hotel chains in Abidjan has been on the rise since 2015. However, there are still opportunities for luxury and niche hotel operators. The international hotels in the country compete in terms of quality of services and know-how, focusing on efficiencies, customer experience, analytics, and automation.

Table 1: Côte d’Ivoire, Average Rate Price/Night, Popular Destinations (2024)¹⁵

City	Demand/ Booking Request	Average Rate Price/Night (USD)
Abidjan	49%	\$72.00
Grand-Bassam	28%	\$80.00
Yamoussoukro	11%	\$35.00
Bouake	4%	\$25.00
San-Pédro	5%	\$50.00
Korhogo	3%	\$30.00

Source: Hospitality Outlook-Côte d’Ivoire; FAS Abidjan/Accra office research.

¹⁴ Côte d’Ivoire’s National Institute of Statistics (INS) informs that the country’s urban population is increasing by 3.8 percent per annum.

¹⁵ These are the main cities of Côte d’Ivoire: 1) Abidjan is the economic capital where most of the public administration and private businesses are based; 2) Grand-Bassam the original capital city counting with UNESCO World Heritage colonial architecture; 3) Yamoussoukro is the political and administrative capital, counts with the world’s largest basilica; 4) Bouake in the central region of the country has a large number of cashew nuts processing factories; 5) San-Pédro is the country’s second sea port and primary export point for cacao; and 6) Korhogo in the north is a large producer of cashew nuts, mangoes, and cotton.

As a major business-destination for meetings, incentive travel, conferences, and exhibitions (MICE) events throughout the year, most high-end hotels are in Abidjan. Eighty percent of the bookings are from business travelers alone, with 20 percent coming from the leisure travelers. Guests spend an average of three nights per stay, and the occupancy rate averages 60 percent.

In Côte d'Ivoire, the HRI sector faces challenges, including poor infrastructure, security concerns, a lack of skilled workforce, bureaucratic hurdles in doing business, inconsistent electricity supply, and limited access to financing, all while trying to attract international business travelers and tourists. The Ivorian government is improving the situation through infrastructure development and increased security measures. In addition, factors like high import duties and limited local sourcing can increase operating costs for hotels and businesses.

Section IV: Best Product Prospects

The Ivorian government has launched its new online tourism information system (SITD). The initial count in the system encompasses 22,641 participants within the national tourism and leisure network, comprising 19,201 lodging and dining facilities and 3,440 dedicated to leisure activities. The primary aim is to promote the country's tourist destinations by offering accurate data that facilitates better comprehension of local market trends for informed strategic decision-making. The Ivorian government is improving infrastructure, promoting tourism development, and enhancing security to attract visitors.

Côte d'Ivoire offers rich cultural experience opportunities with diverse traditions and cuisine. Developing high-end hotels with premium services and facilities can cater to a growing segment of affluent travelers seeking luxury experiences. Incorporating U.S. food ingredients into authentic Ivorian dishes and culinary experiences onto hotel restaurant menus could be potentially a major drawer of visitors and guests.

Guest Preferences and Personalization: Guests are valuing experiences over things, and hotels are aiming to offer meaningful experiences paired with distinctive food and beverage offerings. Hotels are paying greater attention to guests' dietary needs, access to amenities relevant to their travel purpose (e.g., business centers for business travelers), and a greater focus on safety and security and comfort.

Digital Integration and Remote Management Systems: Mobile bookings for dining and accommodation are increasing. These systems allow access to hotel rooms and rural accommodation directly from a smartphone. Systems allowing for seamless data flow and operational control from a remote location, enabling efficient management of guest experiences, staff tasks, and property functions through interconnected technology like property-management-systems (PMS), mobile apps, Internet-of-Things (IoT) devices, and cloud-based platforms, ultimately improving guest satisfaction and streamlining operations.

Qualified Skilled Staff and Hospitality Education: Côte d'Ivoire has identified the need to expand its cadre of qualified, skilled hospitality workers. At present, there is only one specialized hospitality management school. Opening additional modern, hospitality management schools can potentially stimulate further Côte d'Ivoire's HRI development.

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

Year	2022 (Jan-Dec)	2023 (Jan-Dec)	2023 (Jan-Sept)	2024 (Jan-Sept)	% Change 2023-2024
Products	\$ Millions				
Beef & Beef products	57.5	64.5	45.6	45.7	0.07
Soup, Other Food Preparations	33.6	39.3	27.7	32.3	16.5
Non-Alcoholic Beverages	35.2	39.4	31.8	19.0	40
Fruit & Vegetable Juices	12.3	13.3	9.7	11.8	21.7
Poultry & Related Products	2.1	2.4	1.5	1.7	14.2
Dairy Products	193.5	193.3	145.5	142.3	-2.2
Soybean Meal	59.2	105.2	76.3	70.0	-8.2
Seafood Products	747.7	847.2	595.3	627.3	5.4
Milled Grains & Products	81.9	85.0	63.4	57.9	-8.6
Bakery Goods, Cereals & Pasta	31.3	33.4	25.4	21.9	-13.8

Note: Imports figures are reported on a CIF basis.

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

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

Year	2022 (Jan-Dec)	2023 (Jan-Dec)	2023 (Jan-Sept)	2024 (Jan-Sept)	% Change 2023-2024
Products	\$ Millions				
Beef & Beef Products	2.15	3.53	2.2	1.6	-27
Offal, Bovine Frozen	2.09	3.44	2.1	1.6	-24
Soup, Other Food Preparations	1.34	1.21	.942	.812	-13.8
Non-Alcoholic Beverages	.493	.330	.244	.540	121
Poultry & Related Products	.044	.120	.120	.076	-36
Condiments & Sauces	.188	.112	.112	.113	1.3
Fruit & Vegetable Juices	.019	.051	.027	.079	186

Note: Import figures are reported on a CIF basis.

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

Table 4: Côte d'Ivoire, Products Present in the Ivoirian 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.

Table 5: Côte d’Ivoire, Products not Present in the Ivoirian 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 V: Key Contacts and Further Information

USDA/FAS Office of Agricultural Affairs (OAA)	
U.S. Embassy Abidjan/FAS OAA Abidjan, Cocody Riviera Golf 01 B.P. 1712 Abidjan 01 Côte d’Ivoire	Phone: (+225) 27-22 494 000 Email: AgAccra@usda.gov Websites: https://fas.usda.gov/regions/cote-divoire http://www.fas.usda.gov

Links to U.S. Government Sources:

- USDA/FAS - Global Agricultural Trade System (GATS) located at: <https://www.fas.usda.gov/GATS>
- USDA/FAS – Global Agricultural Information Network (GAIN) located at: <https://gain.fas.usda.gov/>
- U.S. Department of Commerce/International Trade Administration (ITA), “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>
- 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>

Côte d'Ivoire, Government Regulatory Agencies

Agencies	Role
Ministry of Tourism and Leisure – Ministère Tourisme et des Loisirs Address: Plateau, Immeuble Postel 2001, 19 th 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, 24 th & 25 th 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, 17 th 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

Attachments:

No Attachments