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Report Name: Food Processing Ingredients Annual

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Report Highlights:

Cote d'Ivoire's food processing industry is developing and remains a major importer of ingredients for food processing. These imports will continue to grow as the sector is unable to meet increased demand. Cote d'Ivoire's imports of food processing ingredients totaled \$845 million in 2023, an increase of about 6.8 percent from \$791 million in 2022. There are significant opportunities for imported food ingredients in Cote d'Ivoire. The food retail industry is a fast-growing sector thanks to expanding urbanization and a growing middle-class. Despite inflation and the high cost of living, consumers continue to demand quality products.

Executive Summary: Côte d’Ivoire is a low middle-income country and a gateway to the Francophone West African market. In 2023, Côte d’Ivoire’s GDP reached \$27 trillion, positioning the country as the second largest economy in the West African region. Côte d’Ivoire is the world largest producer of cocoa and cashew and also, a major producer of food and agricultural products.

Consumer-Oriented Agricultural Imports

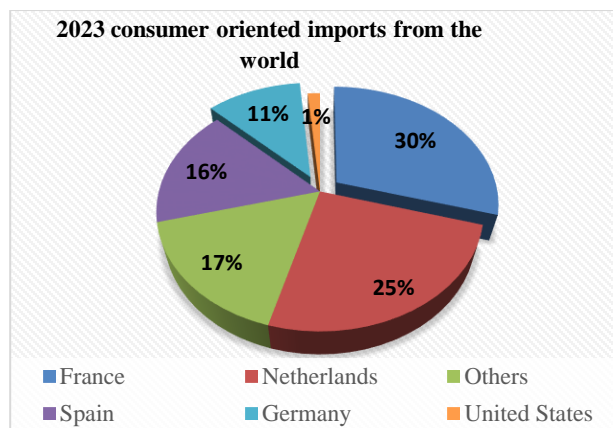


Chart 1: Top Exporting Countries to Côte d’Ivoire

Food Retail Industry: Côte d’Ivoire’s food retail sales reached \$42.9 billion in 2023 and accounted for more than 15 percent of the GDP. The sector expanded significantly in recent years, attracting foreign brands, like Carrefour and Auchan. This created a new dynamic and strong competition. The leader in the sector is Prosuma, a local group led by Lebanese, with shops covering more than half of the country. Despite inflation, the four largest retailers, Prosuma, Carrefour, Auchan, and Compagnie de Distribution de Côte d’Ivoire (CDCI), plan to maintain investments in Côte d’Ivoire’s market. 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 approximately 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 industry is dominated by four sectors, namely cocoa and coffee products (32 percent); oilseeds (23 percent); dairy products and fruit and vegetable products (21 percent); as well as beverages (10 percent). The remainder is made up of cereal products (7 percent), processed meat and fish products (5 percent), and tobacco (2 percent). The food industry directly employs more than 30,000 people and has generated more than 4.8 billion for the economy in 2023.

Food Service Industry: Côte d’Ivoire’s food service sales reached \$1.3 billion in 2023. The growth forecast for 2024 is projected to increase due to heavy investments in the hotel and restaurant sector over the past year.

Quick Facts CY 2023

Imports of Consumer-Oriented Products (US \$845 million)

List of Top 10 Growth Products in Côte d’Ivoire

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

Food Industry gross value added (U.S. billion)

Retail Food Industry	\$42.9 billion
Food Service-HRI	\$1.3 billion
Food and Agriculture Exports	\$6.0 billion

Top 10 Retailers

1. Prosuma	6. Sangel
2. CdcI	7. Super U
3. Carrefour	8. Supeco
4. Auchan	9. Miniprix
5. Mataholding	10. Monoprix

GDP/Population
 Population (millions): 29
 GDP (billions USD): \$79.4
 GDP per capita (USD): \$2,728

Sources: Côte d’Ivoire Statistics office, Market intelligence Experts, TDM, Industry Association reports.

Strengths/Weaknesses/Opportunities/Threats

<i>Strengths</i>	<i>Weaknesses</i>
Open and easily accessible market, well-established, with modern distribution channels. Offers tax credits and incentives from investments.	Limited purchasing power for the population. Bureaucracy and slow administration response. Higher freight rates and longer transit times to/from the United States as compared to Europe. High cost of customs-clearance and uncertain clearance time.
<i>Opportunities</i>	<i>Challenges</i>
Growing middle-class. Strong consumer demand for value, high-quality.	Strong competition from Europe and Asia.

Section I: Market Overview

Côte d’Ivoire is the gateway and central hub into the West African regional market and offers exciting opportunities for investment as the country has a growing middle class and the standard of living is improving. In 2023, Côte d’Ivoire’s GDP growth rate reached 6.2 percent, and is projected to reach 6.6 percent in 2024. As the economic engine of Francophone West Africa, the country accounts for more than 39 percent of the total West African Monetary Union (WAEMU); many international companies select Côte d’Ivoire as their regional headquarters and base for operations. The country is a frequent venue of choice for many international events like the Africa-CEO Forum and the 2024 African Cup of Nations.

Heavy investments in the industrial sector, coupled with an attractive investment code which provides incentives for companies has accelerated the growth of the processing industry. Traditional sectors such as agriculture are being transformed as processing capabilities expand through the development of new industrial zones, adding greater value to the sector. Furthermore, international investment in the oil and gas industry, expected to grow substantially over the next decade, will be complemented by the ongoing development of the renewable energy sector. The country’s retail sector has expanded significantly in recent years, attracting foreign brands and seeing the emergence of a number of national retail companies. Greater formalization could fuel retail sector growth as urbanization encourages consumers to spend in supermarkets and shopping malls. However, much of the retail market remains informal, with low interest in formalizing due to high costs.

Advantages and Challenges

ADVANTAGES	CHALLENGES
Côte d’Ivoire’s Investment Promotion Center promotes attractive opportunities to attract multinationals and foreign investors.	Slow and/or opaque decision-making process within the Ivorian government.
Good level of infrastructures and advanced digitization with increasing 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 might look complex for new products; high cost of customs-clearance and uncertain clearance time for new-to-market U.S. importers.
The United States is known as a consistent supplier of high-quality products.	Market is full of Asian products which are often seen as medium to low quality. Price driven market.
Limited domestic processing industry.	For some products, consumers prefer domestically processed.

International standards are well known and accepted.	Product labeling and packaging must be translated in French.
Young population interested in new products.	Limited qualified staff or qualifications not in line with the needs of private sector.

Section II: Roadmap for Market Entry

○ **Entry Strategy**

It is recommended to work with a carefully vetted local agent, Importer or Distributor.

- First, collect and analyze market potential and compliance with market conditions and regulations. For that, reach out to the USDA/FAS office.
- U.S. Exporters should visit to learn more about the local agent, Importer or Distributor and the market before signing an agreement.
- Coordinate with the local partner to get the product approved by the competent administration (as needed).

○ **Import Procedure**

Ivoirian companies can directly clear their goods or use a Customs-broker. To avoid bureaucracy, corruption and gain time, a digital platform was developed by the government to streamline the importing process. For more information on the import process, please, refer to the following links: [Côte d'Ivoire - Import Requirements and Documentation \(trade.gov\)](#) and [Côte d'Ivoire - Customs Regulations \(trade.gov\)](#).

Cote d'Ivoire, along with other Economic Community of West African States (ECOWAS) uses a region-wide system of customs tariffs not to exceed 35 percent. 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 the shipping and insurance costs (CIF).

○ **Distribution Channels**

Commercial transactions are primarily done at wholesale and/or 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.

○ **Market Structure**

The Food Processing Industry is comprised of companies using foreign capital and companies with local funding. The latter are Small Medium Enterprises (SMEs) comprising of 20 to 60 employees and average approximately \$1.3 million in sales a year. These companies target both the local and regional market using mostly local raw materials. The foreign capital companies (multinationals) make more than \$16.6 million in sales a year and have approximately 100 employees. They process local raw materials for export and use imported raw materials for the local and regional market.

Restaurants and the hospitality industry provide promising channels for the Food Processing and retail market.

- ***Share of Major Segments in the Food Processing Industry***

The milling sector in Cote d'Ivoire controls the largest segment of the food processing industry. More than 650,000 metric tons of wheat flour was milled in the country last year by three companies. Wheat is the largest imported item into the country totaling \$267 million in 2023. The second largest in Cote d'Ivoire is dairy. There are five to six major companies importing products to process yogurt, curdled milk, and UHT milk.

Rounding out the list are products that have been produced locally, such as sugar (200,000 tons), tuna production (canned), biscuits, fruit juices, palm oils/condiments, chocolates, and breweries.

- ***Sector Trends***

There is growing demand in Côte d'Ivoire for snack food and ready-to-eat food products due to the country's economic growth, urbanization, a growing middle-class, and population growth. According to data from the National Institute of Statistics (INS), the urban population is increasing 3.8 percent every year. The growing demand for food puts pressure on supply chain players to deliver products in sufficient quantities and on time. Supermarkets must therefore work closely with their suppliers to anticipate needs and avoid stock shortages. The sector recorded an annual average growth rate of 8.5 percent between 2015-2023.

Industry experts report that more than 35 percent of Ivoirians consistently shop in supermarkets for their food needs. Despite the uptake in people shopping at grocery stores, the reality is that the majority of Ivoirians prefer to shop at independent traditional trade outlets like Kiosks, open markets and convenience stores. Currently, convenience and open market stores, account for two thirds of consumer-packaged goods sales and are visited multiple times per week.

The food processing industry is widely diversified and is mainly concentrated around the milling industry. Processing coffee, cocoa, fruits, oilseeds, poultry, as well as sugar, juice and non-alcoholic beverages, and canned fish also play an important role in the Ivoirian food processing industry.

The following industries are good prospects for U.S. suppliers interested in the Ivoirian market:

- ***Baked Goods***

Bakeries in Cote d'Ivoire are extremely popular and have led to the creation of many jobs as most of them run 24 hours a day. Côte d'Ivoire's wheat import from the U.S. is very low; in 2022, the U.S. only shipped 3,744 metric tons to Cote d'Ivoire, corresponding to only 0.5 percent of total imports (679,628 metric tons). While the country imported 701,352 tons in 2023, the United-States did not have a share in it. Wheat flour and bakery goods are very popular in Côte d'Ivoire creating a unique opportunity for U.S. exporters explore them.

Wheat flour demand will continue to grow as this sector reaches every socio-economic group in the country. Due to the war in Ukraine increasing the price of flower on the global market, the government began subsidizing wheat flower in a move to stabilize prices. Like other countries in West Africa, Cote d'Ivoire is price sensitive.

In 2023, the bakeries industry in Cote d'Ivoire generated \$167 million. The growing demand and cultural significance this sector has on the Ivoirian population presents a promising opportunity for U.S. exporters looking to export, bread, pastry products, cake mixes, biscuits and similar baked products, chocolate puddings, fruit, nuts, and confectionary products.

- ***Meat, Poultry, and Seafood***

According to sector experts, the beef sector is the largest segment of Côte d'Ivoire's food market, followed by the poultry sector and the seafood sector. The meat market in Côte d'Ivoire is valued at \$1.5 billion and is expected to reach \$2.2 billion by 2027. The poultry market is valued at \$500 million and is expected to reach \$700 million by 2027. The seafood market is valued at \$250 million and is expected to reach \$350 million by 2027.

Thanks to changing consumer eating habits, consumers in Côte d'Ivoire are increasingly interested in consuming high-quality beef and pork meat, which creates opportunities for companies that can meet this demand. Per capita meat consumption in Côte d'Ivoire is expected to increase from 31 kg in 2022 to 35 kg in 2027. This 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***

Côte d'Ivoire is 83 percent dependent on imported milk and dairy derivatives to produce an estimated 34,109 liters of ultra-high temperature milk to address the estimated 178,302 liters that is imported. Dairy imports accounted for \$72.3 billion in 2023. The country aims to increase local fresh milk production by 35 percent and transform 50 percent of that amount for products like yogurt and puddings. This strategy hopes to create 35,000 direct and indirect jobs over the next six years.

- ***Dried Processed Food:***

With 1.4 million metric tons of locally produced rice in 2023, Côte d'Ivoire is still far from the three million tons needed to cover local demand. The country imported only 1,320 metric tons of rice from the United States.

Pasta consumption is steadily growing in the country, however, there is only one pasta factory producing approximately 700 tons annually. Pasta is popular with many Ivorians who typically purchase this item from European and Asian suppliers.

- ***Cookies and Snack Bars***

Accelerated by the COVID -19 pandemic, the snack food market has transformed in recent years to better 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 fast food. 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 snack market is large with many products: chips, donuts, caramel, and sweet bread.

The market is dominated by imported products (up to 95 percent). Local SMEs are increasingly getting a share of the market with processed domestic products like chocolate ginger flavor, coconut cookies, dried mango, etc. For instance, IvoryBlue, a local processor, has gradually expanded its range of products: after its flagship products, the coffee capsule and ground coffee, the brand launched IvChoco, coffee-flavored chocolate. The brand's latest addition is Koofy, brewing coffee pods. "Aboussouan" is also a locally produced chocolate, highly positioned and sold in five stars hotels and airports around the region.

Côte d'Ivoire being the world's largest cashew producer, made processing a priority. According to Experts in the sector, the country is the third largest processor in the world This development is illustrated by figures which give, in 2023, more than 265,000 tons of raw cashew nuts processed locally, and 50,200 tons of cashew kernels produced and exported in the same year. Global demand for cashew nuts, eaten as snacks or used for cooking and desserts, has increased since the end of the coronavirus pandemic, driven by multiple factors, including consumer demand and increased production.

The chips market is a segment divided into two: formal and informal. International brands like Lays, Belin, Doritos, Vico, mostly from Europe, supply the market with modern snacks. Next to this market, there is a less formal market which offers chips of plantain, sweet potatoes, and peanuts. Chips are one of the most popular snacks in Côte d'Ivoire. According to a supermarket manager, the most popular item are peanuts, plantain chips, followed by sugary chips.

The country's chips imports reached \$34.6 million in 2023; of which only 3.5 percent originated from the United-States. France is the largest supplier with \$10 million. U.S. suppliers interested by this market should focus on potatoes and plantain chips which aligns with customers tastes.

- ***Breakfast Cereals***

Côte d'Ivoire breakfast cereals market is segmented by category (ready-to-cook cereals and ready-to-eat cereals), product type (corn-based breakfast cereals, blended breakfast cereals and other types of products). The distribution channel is comprised of (Supermarkets / hypermarkets, convenience stores, specialty stores, online retail stores and other distribution channels).

- ***Beer***

Two breweries cover the entire market, Solibra (75 percent market share) and Brassivoire (25 percent market share) produce on average 3 million hectoliters per year. An industry expert reported a significant price increase in the main raw materials of beer (Malt, Corn, Hops, etc.), ranging from 15 to 33 percent depending on the raw material. Both breweries are working to increase the use of local raw materials for brewing, however, as beer consumption increases, brewing ingredients from the U.S. could be attractive for U.S. suppliers.

- **Edible Oils**

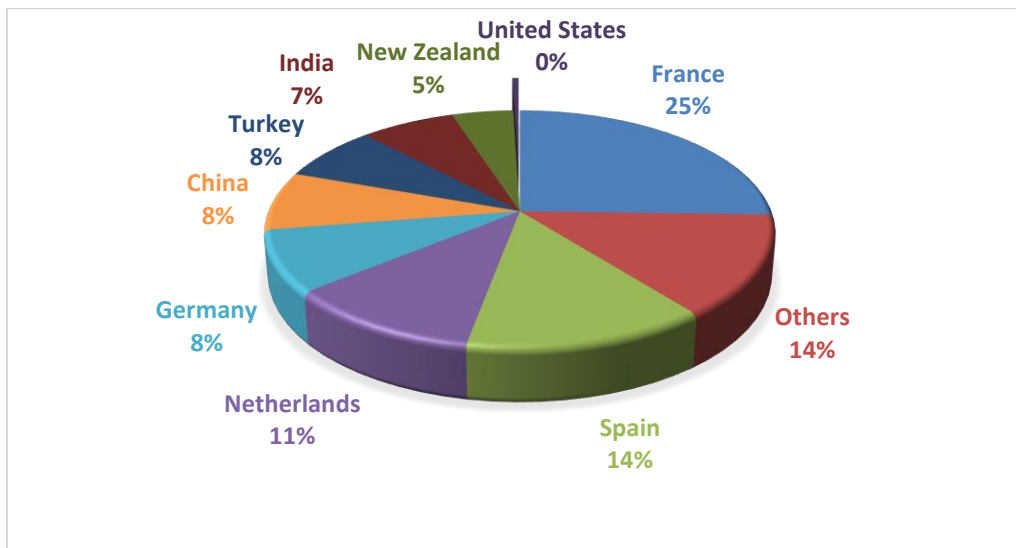
Côte d’Ivoire is the second largest African palm oil producer which accounts for more than 4 percent of the GDP. Palm oil is primarily consumed in rural part of the country where it is produced. The majority of it is consumed in the country with a small amount exported to neighboring countries. For middle and upper-class consumers, imported vegetable oil, olive oil and other types are preferred.

- **Sauces, Dressings, and Condiments**

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

Figure 2. Suppliers of Food Ingredients

Côte d’Ivoire’s Food Processing Ingredients Imports from the World - 2023



Section III: Competition

The United States is Côte d’Ivoire’s 38th largest supplier for ingredients, with a 0.3 percent market share. It is the lowest compared to the three top suppliers: France, 16 percent (\$117 million); Spain, 8.5 percent (\$62 million); and Netherland, 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, and holds 16 percent of market share.

Section IV: Best Product Prospects

Table 2: Products Present in the Market with Good Sales Potential

Product Category/ Net imports	Major Supply Sources	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
Wheat (HTS 10019910) \$267 million	France: 45% Ukraine:14% Germany: 10.9%	Currency is fixed with the Euro- competitive pricing.	Local millers are accustomed to blending different origin wheat.
Cream and powdered/ Condensed Milk (HTS 040210) \$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.
Mixes And Doughs (Baking inputs) (HTS 190120) \$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. (HTS 220229) \$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. (HTS 020629) \$64 million	Brazil: 24% France: 15% India: 12%	Price and quality are key drivers.	Meat processing industry and retail. Distance and freight cost isolates U.S. exports.
Soybean Meal (HTS 230400) \$104 million	Argentina: 46% Nigeria: 35% USA: 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 (HTS 220429) \$10 million	Spain: 96% France:1%	Price and quality are key drivers.	Food services and hospitality. Selective.
Pork Meat (HTS 020649) \$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 (HTS 220300) \$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 (HTS 190219) \$5 million	Unidentified: 33% Morocco: 16% France: 13%	Price is key driver.	Large manufacturers source internationally.

Table 3: Products Not Present in Market with Good Sales Potential

Product Category/ Net imports	Major Supply Sources	Market Overview
Canned vegetable & pulses. (HTS 200290/540) \$31 million	China: 60% Italy: 10% India: 9%;	Demanded by the middle-class.
Fructose syrup (HTS 170260) \$2.5 million	Turkey: 93% India: 2%	Growing beverage processing industry.
Frozen fruits (HTS 080410) \$2 million	Tunisia: 40% Turkey: 8%	Price driven market. Exotic fruits are appreciated.
Whey and Modified Whey (HTS 040410) \$1.9 million	Italy: 39% Ireland: 17% France: 13%	Used by some food processing units.

Source: Min. of Com, Trade Monitor Data. FAS Abidjan office research.
Note: Calculations based on latest full calendar year (January-December) data

Product Not Present due to Significant Barriers

Not applicable.

Links to Top Food Processing Companies

GMA : www.seaboardoverseas.com/location/grands-moulins-dabidjan

Groupe Carré d'or, SDTM-CI : www.carredor.org

Friesland Campina: www.frieslandcampina.com

Unilever: www.unilever.com

Nestle: www.nestle-cwa.com/en

Brassivoire : www.brassivoire.ci

Section V: Key Contacts and Further Information

- Institut National de Statistiques, INS : www.ins.ci
- State Department, Country Commercial Guide: [Côte d'Ivoire - Market Overview \(trade.gov\)](http://trade.gov)
- Customs: www.douanes.ci
- Ministry of Commerce and Industry: www.commerce.gouv.ci

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End of Report.

Attachments:

No Attachments