

Three Markets. Three Mindsets. Three Different Paths to FMCG Growth.

d'Ivoire

Cameroon

Ghana

Côte

Q1 2026 Côte d'Ivoire Highlights

- **+7% volume growth**
- **+6% value growth**

Q1 2026 Ghana Highlights

+15% value growth

+6% volume growth

Q1 2026 Cameroon Highlights

- **+4% value growth** and **flat volume growth**

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Three Consumer Mindsets

- **Côte d'Ivoire:**
 - **Ghana:**
 - **Cameroon**

Strategic Implications

Côte d'Ivoire:

Ghana:

Cameroon:

2026 Outlook

- **Food**
 - **Traditional trade**
- **Winning brands**



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