

# PREDICTIONS 2025

Ivory Coast Edition

December 2024

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# 2024 IN RETROSPECT

# 01

# Reflecting on 2024, nearly half of the individuals viewed the year as challenging for both their families and the country

## 49%

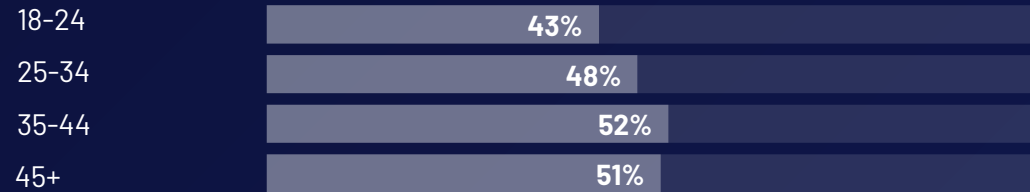
2024 was a challenging year for me and my family

% Agree

### By Gender



### By Age



### By Income Level

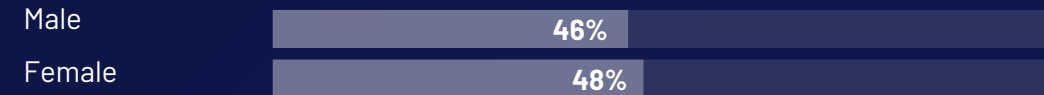


## 47%

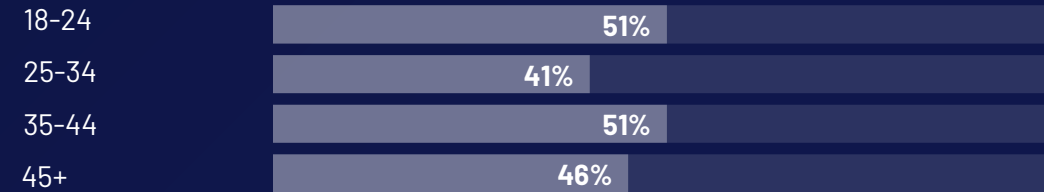
2024 was a challenging year for Ivory Coast

% Agree

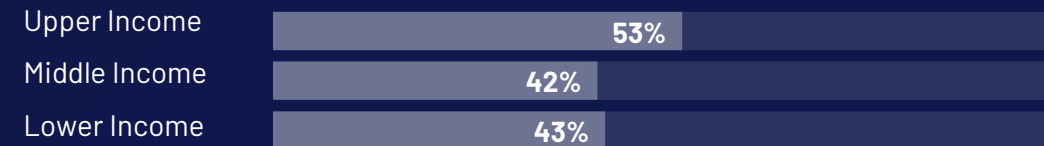
### By Gender



### By Age



### By Income Level



# OVERALL EXPECTATIONS FOR 2025

# 02



# Despite the challenges faced in 2024, optimism prevails as the majority look forward to the upcoming year with positivity

**98%**

I am optimistic that 2025 will be a better year for me than it was in 2024

% Agree



## By Gender

Male	98%
Female	98%

## By Age

18-24	97%
25-34	99%
35-44	98%
45+	98%

## By Income Level

Upper Income	99%
Middle Income	98%
Lower Income	95%

**86%**

In 2025 people in Ivory Coast will start to feel more optimistic about the long-term future

% Agree



## By Gender

Male	86%
Female	87%

## By Age

18-24	85%
25-34	86%
35-44	90%
45+	86%

## By Income Level

Upper Income	95%
Middle Income	82%
Lower Income	73%

# EXPECTATIONS FOR WORLD AFFAIRS IN 2025

# 03

# Focusing on global issues, there's optimism, with many believing the ongoing wars will end in 2025



% Likely

# 51%

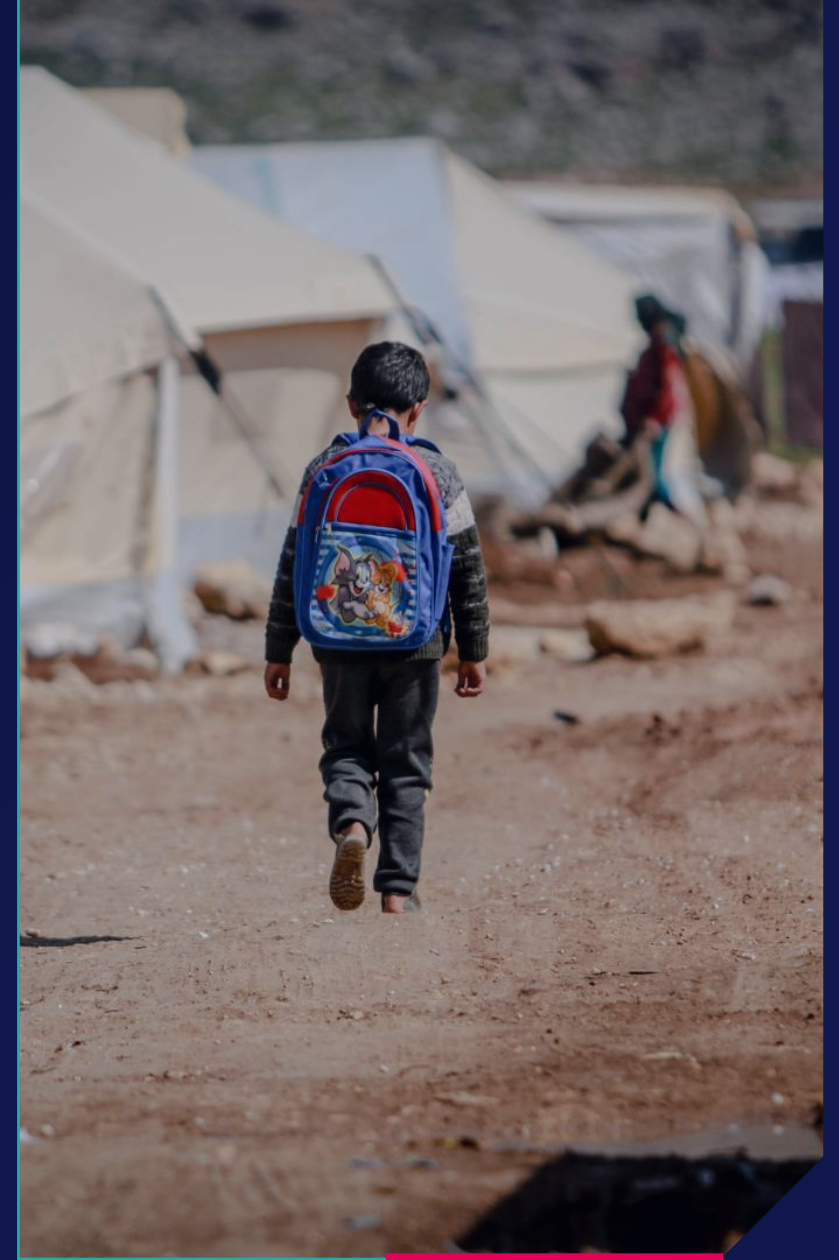
The war in Ukraine will end in 2025



% Likely

# 44%

The current wars in the Middle East will end in 2025





Amid this hope, concerns persist, with a considerable number expecting the use of nuclear weapons and predicting a major conflict involving Iran and Israel



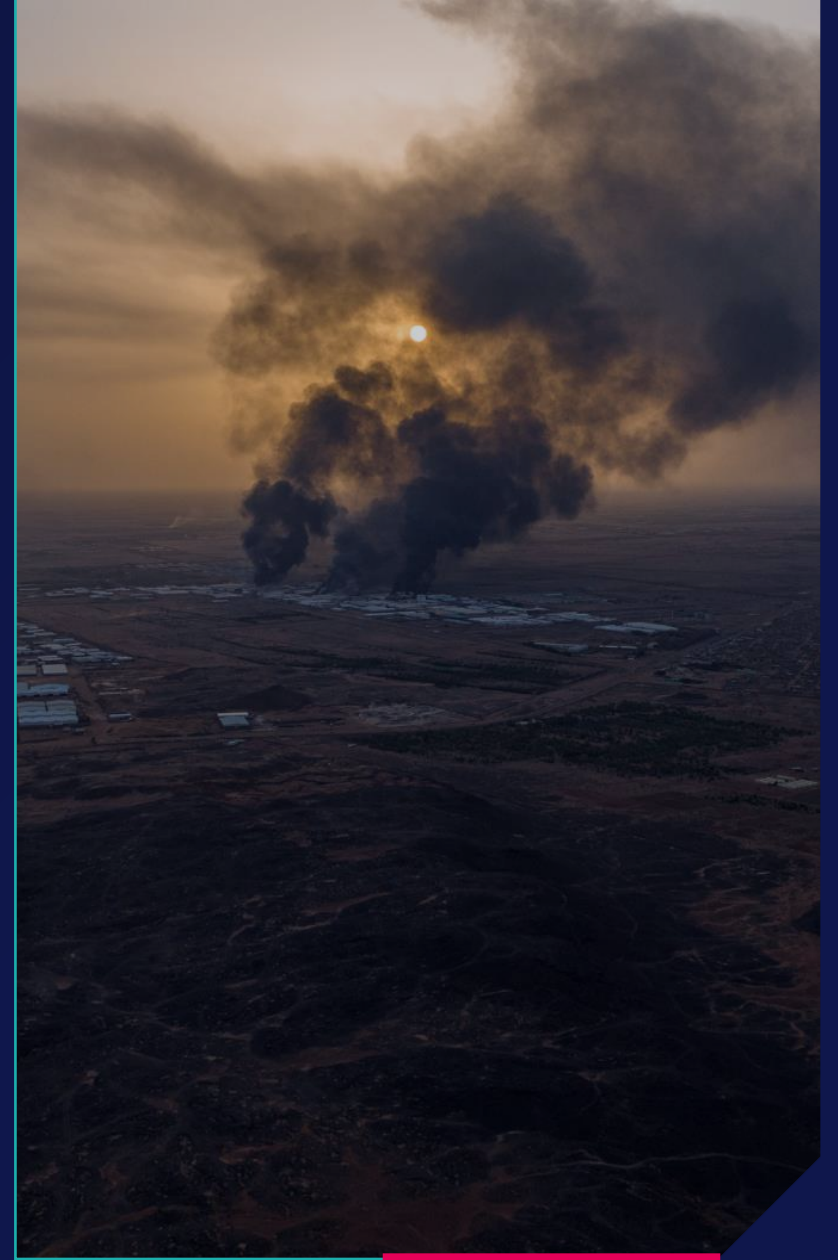
% Likely

**44%** Nuclear weapons will be used in a conflict somewhere in the world



% Likely

**44%** A large-scale armed conflict will erupt between Iran and Israel in 2025



# Amid existing concerns, a considerable number expect regional conflicts to potentially disrupt food supplies

% Likely

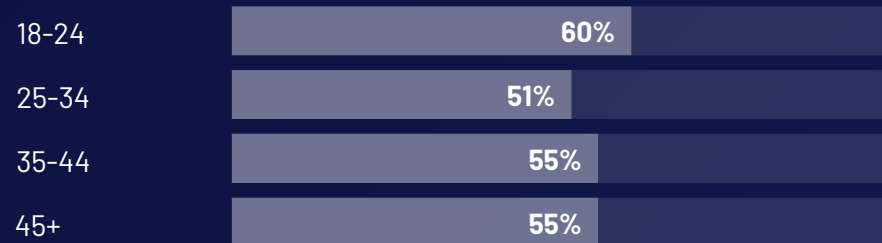
# 55%

Regional conflicts will disrupt food supplies to Ivory Coast

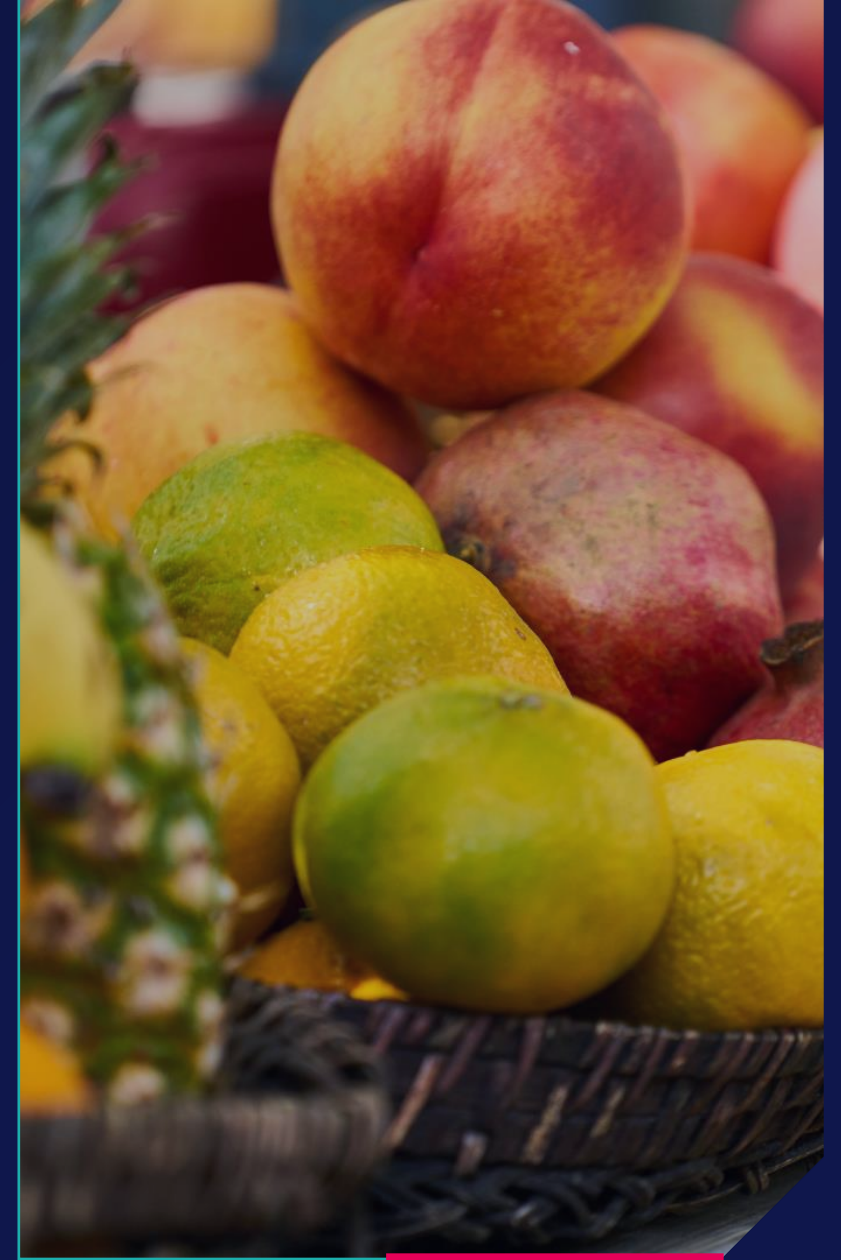
## By Gender



## By Age



## By Income Level



# EXPECTATIONS FOR SOCIETY IN 2025

# 04

# In societal outlooks, many anticipate a significant increase in expats moving to Ivory Coast in 2025, and a smaller number expect a decrease in the total population size

## 61%

There will be a significant increase in the number of expats who will choose to move to Ivory Coast in 2025

% Likely



### By Gender

Male	62%
Female	60%

### By Age

18-24	65%
25-34	59%
35-44	57%
45+	63%

### By Income Level

Upper Income	66%
Middle Income	56%
Lower Income	60%

## 38%

The total population size of Ivory Coast will fall

% Likely



### By Gender

Male	38%
Female	39%

### By Age

18-24	41%
25-34	37%
35-44	37%
45+	39%

### By Income Level

Upper Income	43%
Middle Income	37%
Lower Income	29%



# Exploring further societal trends, the majority predict an increase in divorce rates for 2025

% Likely

# 68%

Divorce rates will increase in Ivory Coast

## By Gender



## By Age



## By Income Level





# Examining societal progress, the majority foresee greater female leadership involvement and equal pay



% Likely

# 84%

Women will be paid the same as men for the same work



% Likely

# 82%

Ivory Coast will see an increase in the participation of women in politics and leadership roles



# Expectations for gender equality and leadership

% Likely - by demographics



**84%**



**82%**

Women will be paid the same as men for the same work

Ivory Coast will see an increase in the participation of women in politics and leadership roles

Male	82%	81%
Female	85%	83%
18 - 24	83%	81%
25 - 34	83%	79%
35 - 44	85%	78%
45+	84%	89%
Upper Income	91%	86%
Middle Income	82%	78%
Lower Income	69%	77%

# Building on optimism for societal progress, half expect crime rates to decline in the coming year

% Likely

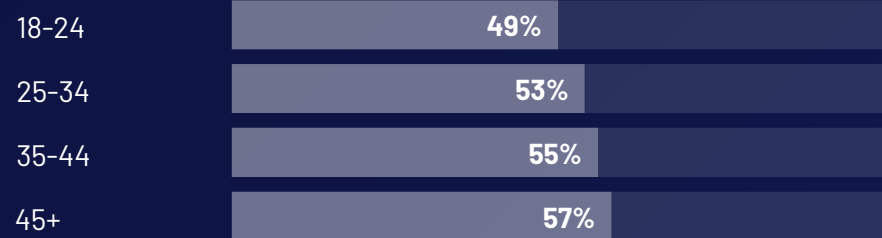
# 53%

The crime rate will decrease in Ivory Coast in 2025

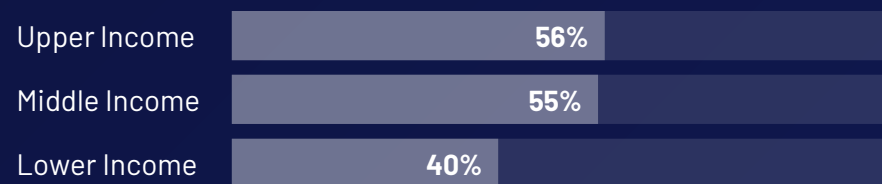
## By Gender



## By Age



## By Income Level



# EXPECTATIONS FOR HEALTH IN 2025

# 05

# A promising health outlook unfolds, as the majority foresee improvements in both physical and mental health compared to last year



% Agree

**98%**

My physical health will be better in 2025 than it was in 2024



% Agree

**96%**

My mental health will be better in 2025 than it was in 2024





# There is also optimism about improving health accessibility, with many expecting the malaria vaccine to become available to all Ivorians

% Likely

# 68%

The malaria vaccine will be accessible to all Ivorians in 2025

## By Gender

Male	67%
Female	69%

## By Age

18-24	71%
25-34	68%
35-44	66%
45+	69%

## By Income Level

Upper Income	70%
Middle Income	67%
Lower Income	67%



# Regarding broader health scenarios, optimism for a cancer breakthrough meets the concern of a potential new pandemic



% Likely

69%

We will find a cure for cancer



% Likely

52%

There will be a new global pandemic caused by a new virus



# EXPECTATIONS FOR THE ECONOMY IN 2025

# 06

# There is optimism about local economic growth by 2025, with an even greater number of people believing in a brighter global economic future

## 73%

The global economy will be stronger in 2025 than it was in 2024

% Agree



### By Gender

Male	75%
Female	72%

### By Age

18-24	74%
25-34	71%
35-44	72%
45+	76%

### By Income Level

Upper Income	81%
Middle Income	71%
Lower Income	57%

## 68%

The economy in Ivory Coast will be stronger in 2025 than it was in 2024

% Agree



### By Gender

Male	68%
Female	68%

### By Age

18-24	71%
25-34	71%
35-44	64%
45+	66%

### By Income Level

Upper Income	76%
Middle Income	67%
Lower Income	51%

# Despite optimism about economic growth, people foresee financial challenges, with expectations of higher prices, and increases in interest rates and taxes

% Likely

88%

Prices in Ivory Coast will increase faster than people's incomes



82%

Inflation in Ivory Coast will be higher in 2025 than in 2024



82%

Interest rates in Ivory Coast will be higher in 2025 than in 2024



80%

Taxes in Ivory Coast will be higher in 2025 than in 2024





# Economic expectations

% Likely - by demographics



Prices in Ivory Coast will increase faster than people's incomes

Inflation in Ivory Coast will be higher in 2025 than in 2024

Interest rates in Ivory Coast will be higher in 2025 than in 2024

Taxes in Ivory Coast will be higher in 2025 than in 2024

Male	89%	81%	84%	85%
Female	87%	82%	81%	75%
18 - 24	87%	83%	84%	80%
25 - 34	88%	79%	79%	77%
35 - 44	87%	79%	86%	82%
45+	91%	86%	82%	81%
Upper Income	88%	84%	85%	82%
Middle Income	91%	81%	81%	79%
Lower Income	82%	78%	77%	76%

# The majority also foresee challenges in the labor market, with predictions of job-finding difficulties and higher unemployment in 2025

## 79%

It will be more difficult to find a job in Ivory Coast in 2025 than it was in 2024

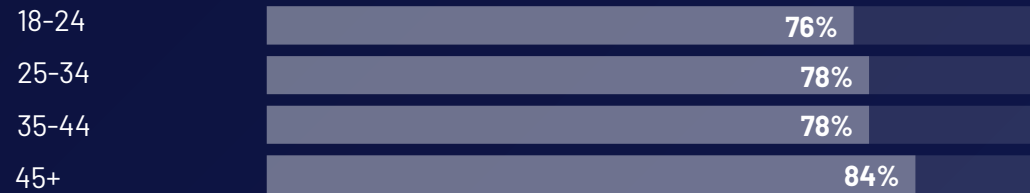
% Likely



### By Gender



### By Age



### By Income Level



## 76%

Unemployment in Ivory Coast will be higher in 2025 than in 2024

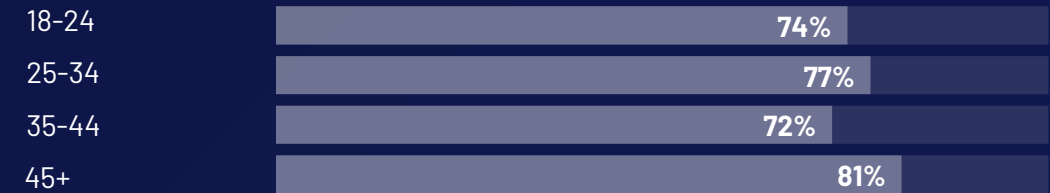
% Likely



### By Gender



### By Age



### By Income Level



# Despite that, the majority remain optimistic about their personal financial situation

% Likely

# 81%

My personal financial situation will improve in 2025

## By Gender



## By Age



## By Income Level



Moreover, there's optimism about a better investment environment, with many intending to make big purchases



% Likely

70%

The economic environment in Ivory Coast will be better for investment in 2025 than it was in 2024



% Likely

56%

I will make a major purchase (e.g. house, car) in 2025



# Outlook on investment and major purchases

% Likely - by demographics



The economic environment in Ivory Coast will be better for investment in 2025 than it was in 2024

I will make a major purchase (e.g. house, car) in 2025

Male	72%	53%
Female	68%	58%
18 - 24	74%	48%
25 - 34	70%	58%
35 - 44	71%	61%
45+	67%	56%
Upper Income	75%	57%
Middle Income	70%	53%
Lower Income	58%	60%



# Regarding the housing market, the vast majority foresee both demand and costs increasing in 2025

**90%**

The demand for housing in Ivory Coast will be higher in 2025 compared to 2024

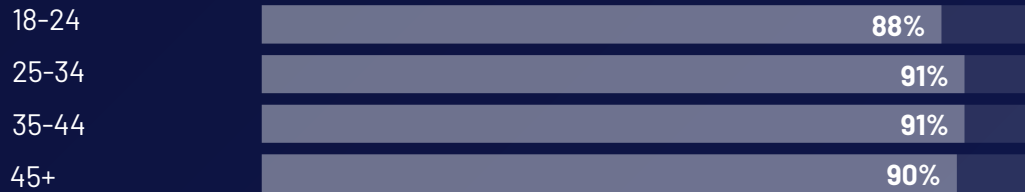
% Likely



## By Gender



## By Age



## By Income Level



**90%**

The cost of renting/buying a home in Ivory Coast will continue to increase in 2025

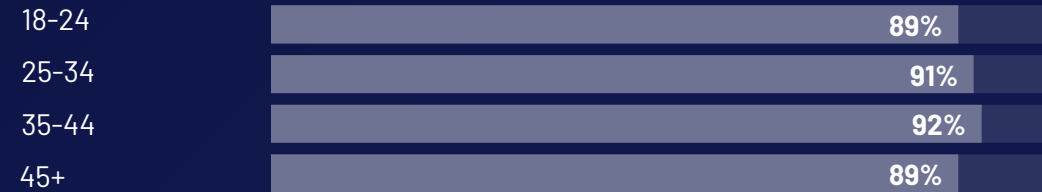
% Likely



## By Gender



## By Age



## By Income Level



**07**

**EXPECTATIONS  
FOR THE  
WORKPLACE  
IN 2025**

# People anticipate more flexible work arrangements, including the potential adoption of a four-day work week



% Likely

# 54%

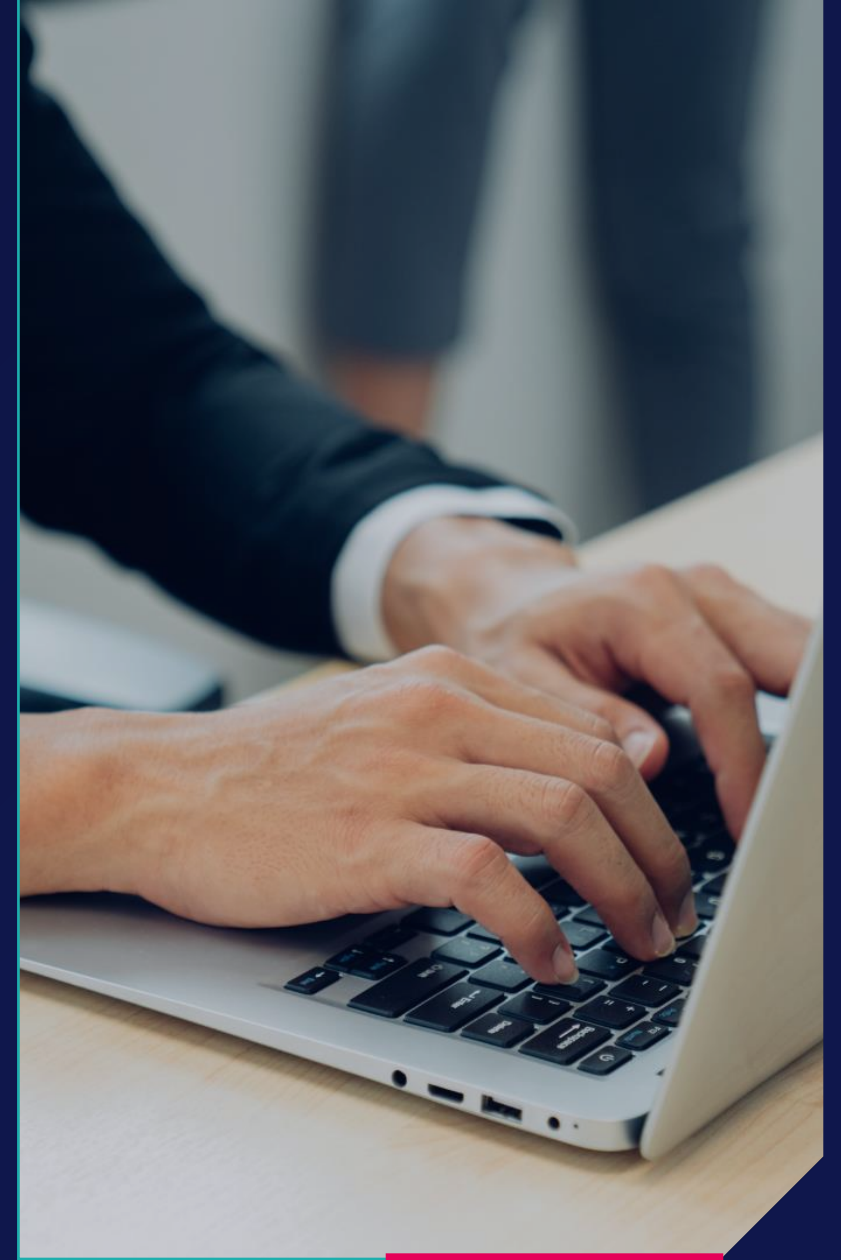
Businesses in Ivory Coast will offer employees more flexibility in work arrangements compared to 2024



% Likely

# 40%

It will become normal for businesses in my country to implement a four-day working week



# Predictions for the workplace

% Likely - by demographics



**54%**



**41%**

**Businesses in Ivory Coast will offer employees more flexibility in work arrangements compared to 2024**

**It will become normal for businesses in my country to implement a four-day working week**

Male	55%	38%
Female	54%	44%
18 - 24	58%	39%
25 - 34	49%	45%
35 - 44	56%	41%
45+	54%	39%
Upper Income	63%	52%
Middle Income	50%	35%
Lower Income	41%	25%

# EXPECTATIONS FOR TRAVEL IN 2025

# 08



# In terms of tourism, many anticipate an increase in visitor numbers to Ivory Coast next year

% Likely

# 68%

More tourists will enter Ivory Coast in 2025 compared to 2024

## By Gender



## By Age



## By Income Level



09

# EXPECTATIONS FOR THE ENVIRONMENT IN 2025

# Regarding the environment, the majority expect rising global temperatures and increased rainfall. Many also foresee intense weather and severe flight turbulence

% Likely

80%

Average global temperatures will increase



76%

Average rainfall in Ivory Coast will continue to increase



56%

Severe turbulence during flights will become more frequent and intense due to climate change



55%

There will be more extreme weather events in Ivory Coast in 2025 than there were in 2024




50%

Parts of my country will become unlivable because of an extreme weather event







**People also foresee the government tackling environmental challenges by controlling deforestation, tightening carbon goals, and limiting car use**



**77%**

% Likely

The government will continue to fight against deforestation in Ivory Coast



**72%**

% Likely

The government in Ivory Coast will introduce more demanding targets to reduce carbon emissions more quickly



**68%**

% Likely

There will be more restrictions introduced to reduce the amount people drive in their cars in Ivory Coast

# Aligned with efforts to tackle environmental challenges, people also expect a shift toward sustainability



% Likely

# 70%

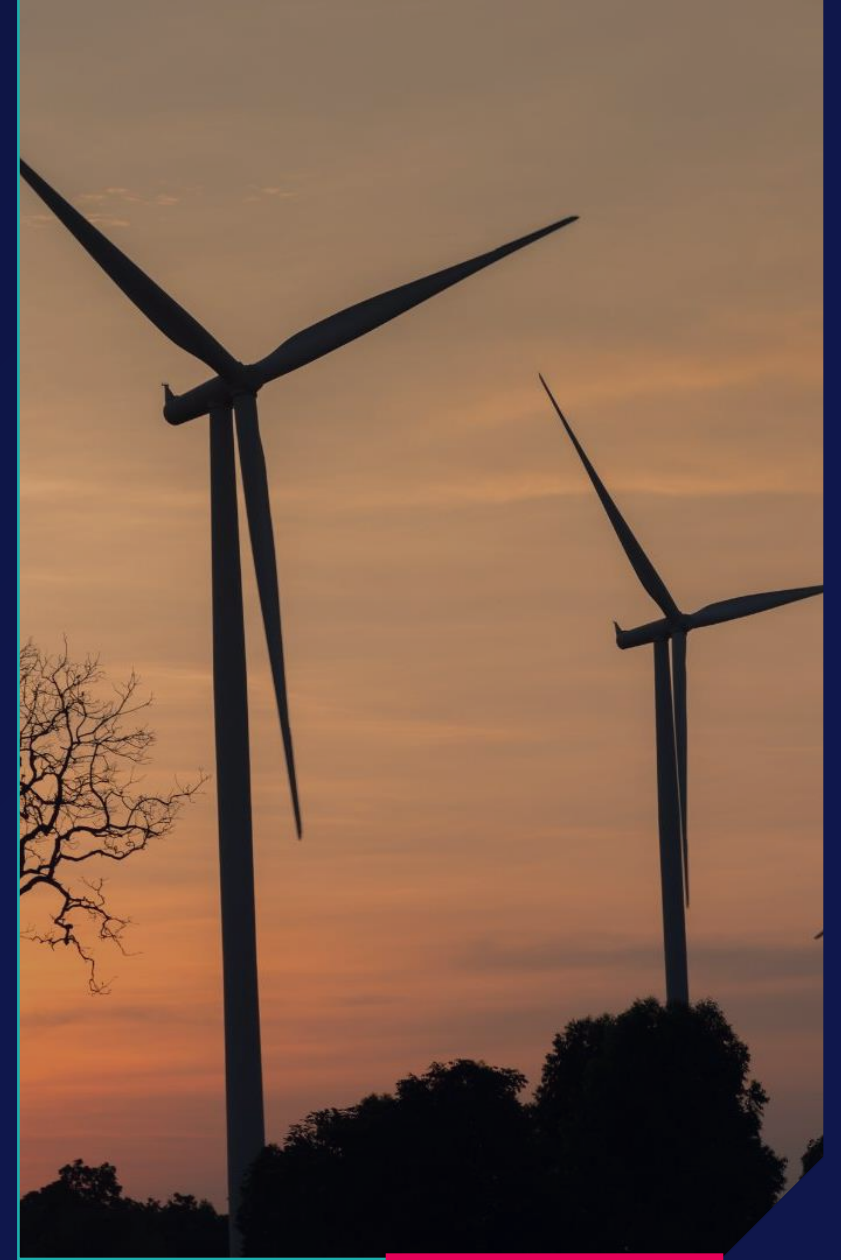
Ivory Coast will primarily rely on alternative energy sources for its energy needs



% Likely

# 55%

Electric vehicles will become the primary mode of transportation for most people in Ivory Coast





# There's also hope for innovation, with more than half expecting a breakthrough technology to tackle climate change

% Likely

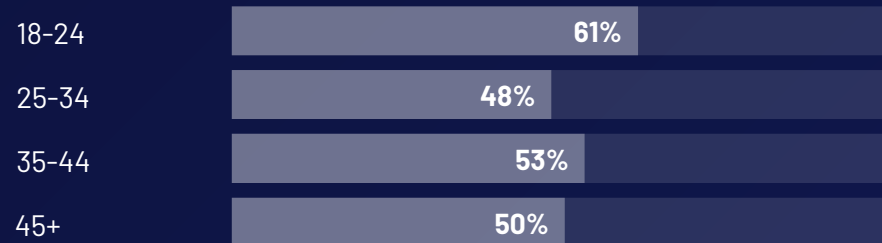
# 53%

There will be a breakthrough technology developed which will halt climate change

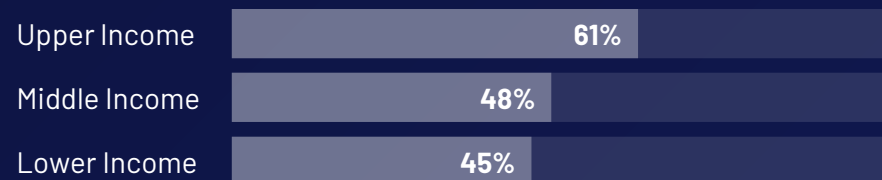
## By Gender



## By Age



## By Income Level



# EXPECTATIONS FOR TECHNOLOGY IN 2025

# 10

The future of social interaction is going digital, with many predicting more virtual interactions. Yet, 2 in 5 plan to limit social media use



% Likely

80%

People in Ivory Coast will spend more time socializing online than face-to-face



% Likely

77%

Many more people will live their lives in virtual worlds



% Likely

39%

I will use social media less



# Predicted impact of technology on social interaction

% Likely - by demographics



People in Ivory Coast will spend more time socializing online than face-to-face

Many more people will live their lives in virtual worlds

I will use social media less

	80%	77%	39%
Male	83%	74%	35%
Female	78%	80%	43%
18 - 24	82%	80%	38%
25 - 34	77%	75%	36%
35 - 44	79%	82%	37%
45+	82%	74%	46%
Upper Income	87%	86%	44%
Middle Income	75%	74%	33%
Lower Income	76%	63%	40%

# In shopping and finance, the majority predict the dominance of online transactions and digital payments

## 83%

People in Ivory Coast will spend more money online than in physical stores in 2025

% Likely



### By Gender

Male	84%
Female	83%

### By Age

18-24	81%
25-34	84%
35-44	85%
45+	84%

### By Income Level

Upper Income	85%
Middle Income	81%
Lower Income	84%

## 83%

Digital payment methods will almost entirely replace cash in Ivory Coast

% Likely



### By Gender

Male	82%
Female	84%

### By Age

18-24	83%
25-34	85%
35-44	85%
45+	79%

### By Income Level

Upper Income	83%
Middle Income	85%
Lower Income	78%



# Expectations around AI and employment lean more negatively, with a majority anticipating significant job losses due to AI advancements. However, there is also notable optimism, as many expect AI to create new jobs

## 74%

Artificial intelligence will lead to many new jobs being lost in Ivory Coast

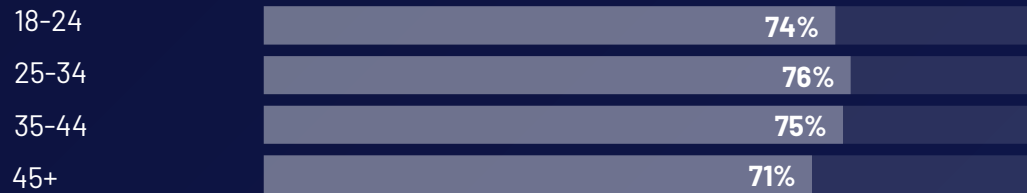
% Likely



### By Gender



### By Age



### By Income Level



## 57%

Artificial intelligence will lead to many new jobs being created in Ivory Coast

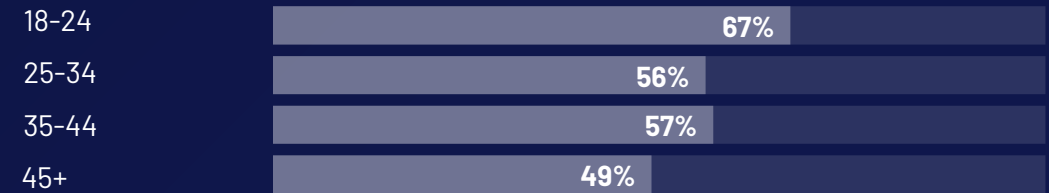
% Likely



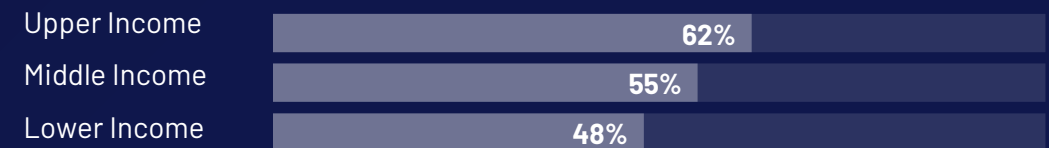
### By Gender



### By Age



### By Income Level



# As for tech giants, many people anticipate stricter government regulations to address their growing power

% Likely

# 69%

Strict rules for large technology companies will be introduced by the Government in Ivory Coast

## By Gender



## By Age



## By Income Level



# PAST & FUTURE RESOLUTIONS

# 11

# Reflecting on past resolutions, the majority began the year with the intention to achieve specific goals

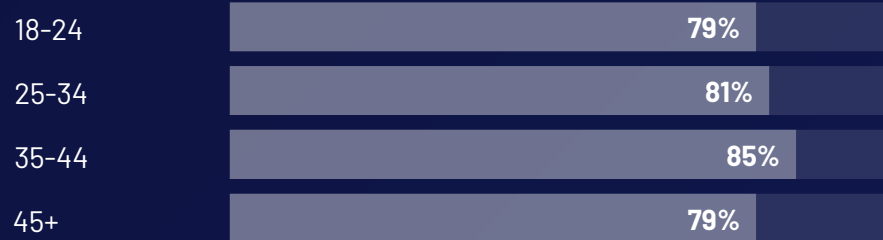
# 81%

Had set resolutions for things they wanted to accomplish in 2024

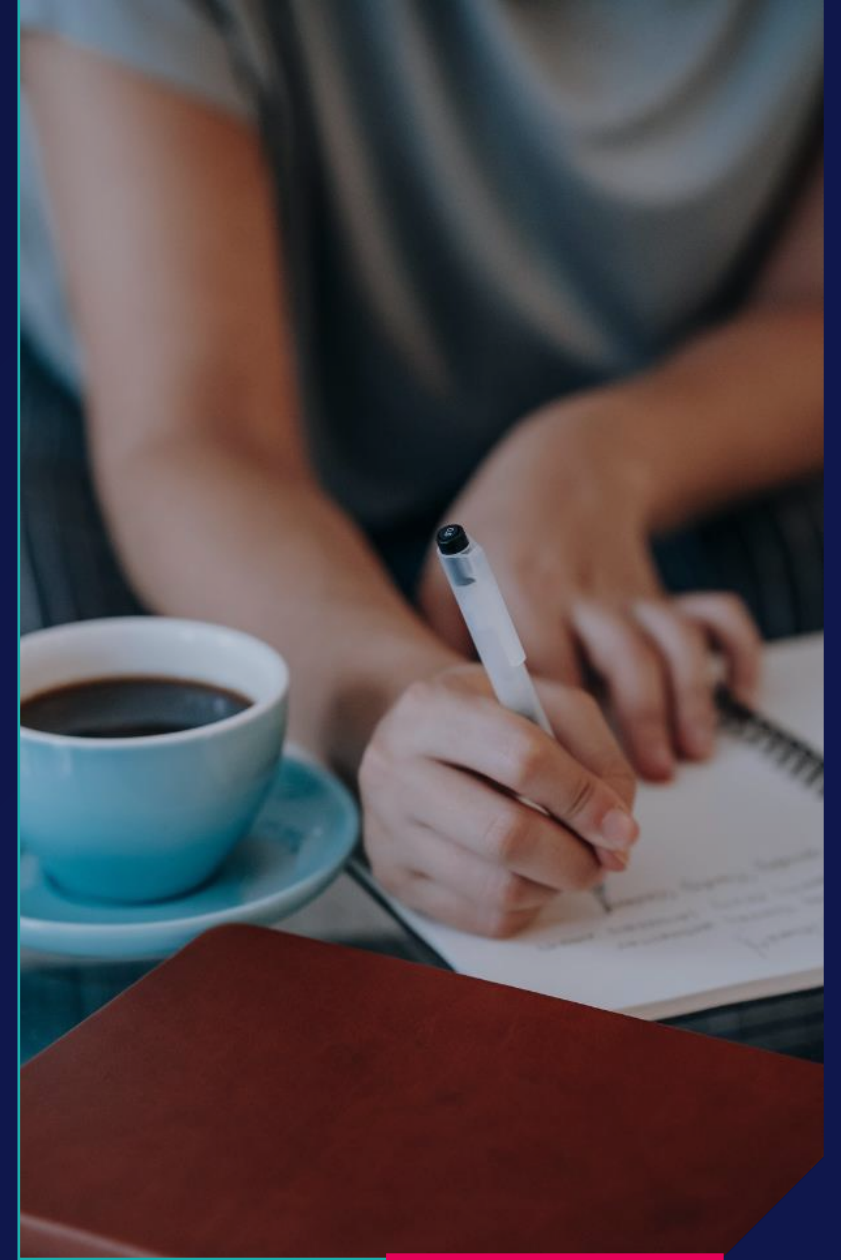
## By Gender



## By Age



## By Income Level



# Yet, success in achieving these goals varied, with a small minority achieving full goals, many making some progress, and others experiencing minimal or no success

Success in achieving 2024 goals set

11%

Completely successful:  
full achievement of  
goals



43%

Somewhat successful:  
significant progress  
made, but goals weren't  
fully achieved



29%

Somewhat  
unsuccessful: minimal  
progress made



16%

Not at all successful:  
complete failure to  
achieve goals





# Looking forward to the new year, more people plan to set resolutions, reflecting an increased interest in personal development

# 98%

Will set personal resolutions to accomplish specific goals in 2025

## By Gender

Male	99%
Female	97%

## By Age

18-24	96%
25-34	98%
35-44	100%
45+	97%

## By Income Level

Upper Income	98%
Middle Income	98%
Lower Income	96%



# Diverse resolutions are set for the year ahead, led by financial and physical health goals

Types of personal goals for 2025



# Sample and methodology

## Sample size

500 respondents

## Sample criteria

General public: representative of the urban population across gender and age (18+)

## Methodology

The survey was conducted via CAPI (Computer aided personal interviews)

## Geographical coverage

Conducted in Ivory Coast  
Coverage: Abidjan urban area on 10 communes

# FOR MORE INFORMATION

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