Meta PUBLIC FIRST

Côte d'Ivoire's Digital Economy

Francophone Africa's Emerging Digital Gateway

01 Infrastructure

02 Platforms

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Infrastructure

$820M

Côte d'Ivoire's projected annual GDP increase by 2035

1.9M

Additional Ivorians online by 2035

72%

Ivorians who say access to reliable internet has improved compared to a decade ago

Platforms

$160M

In direct business activity (2025)

2M

Ivorian SMEs use Meta's apps as digital storefronts, reducing capital barriers and reaching customers across borders

$270M

Productivity gains for businesses

53%

Online businesses that strongly agree that Meta platforms expanded customer base

59%

Meta platform users that feel more connected to a wider community through Meta platforms

Open-Source AI

$3.5B

GDP contribution from increasing AI adoption

LLaMA, NLLB, and PyTorch lower licensing and infrastructure costs, enabling Ivorian developers to build locally relevant AI

71%

Adults who say AI developed in Sub Saharan Africa will be important for economic growth

46%

Business leaders who would use open source AI tools if available and accessible.

Two decades ago, Côte d'Ivoire was rebuilding from conflict. Today, Abidjan is where Francophone West Africa comes to do business; and increasingly, that business runs on digital rails. From cocoa traders coordinating harvests via WhatsApp to fashion entrepreneurs selling across borders on Instagram, Côte d'Ivoire's digital economy is writing a new chapter.

In 2025, Meta's platforms generated **$160 million in economic activity for businesses across** Côte d'Ivoire By 2035, we estimate that Côte d'Ivoire's digital economy could grow from **$3.4 billion today to $6.4 billion**. Unlocking this potential will involve strengthening connectivity in Abidjan and beyond, reducing the costs of reaching customers within Côte d'Ivoire and across borders, and widening access to advanced technology. Meta's investments in infrastructure, digital platforms and open-source AI can help support these improvements, making it easier for more people and businesses to take part in the digital economy.

As the economic hub of the West African Economic and Monetary Union (WAEMU), Côte d'Ivoire's digital development has implications beyond its borders, creating infrastructure and platforms that can serve the broader Francophone West African market.



01 | Infrastructure Expanding Access and Capacity

Accessible, affordable internet is the backbone of any digital economy. Digital infrastructure determines whether the digital economy stays concentrated in Abidjan or becomes something that works for more Ivorians: **72% of online adult Ivorians say it is much easier to access reliable internet compared to a decade ago**.

In Côte d'Ivoire, Meta's investments in the 2Africa submarine cable and edge infrastructure support new industries and everyday services. They reduce the cost of participating online, open up new markets, and make real-time digital services accessible to many more people. As the 2Africa submarine cable is fully deployed, **it is projected to boost Côte d'Ivoire's GDP by $820 million a year on average by 2035, bringing an estimated 1.9 million additional people online in Côte d'Ivoire alone**.

Côte d'Ivoire's infrastructure development also strengthens its role as a regional connectivity hub—with Abidjan positioned to serve as a landing point and data centre location for the broader West African market. As connectivity improves in Abidjan and increasingly beyond, Ivorian businesses will look to convert that access into growth.

02 | Platforms Turning Connectivity into Economic Participation

In Côte d'Ivoire, platforms are the bridge between connectivity and real economic outcomes. Meta's platforms make it easier for entrepreneurs, SMEs, and informal businesses to market products, reach customers without needing a physical storefront or a large advertising budget, and communicate with customers and partners. In 2025, 2 million Ivorian SMEs used Meta's platforms to start and grow their businesses, contributing $320 million to GDP and realising an estimated $270 million in productivity gains through more efficient communication from Meta's platforms.

For a young entrepreneur in Bouaké or a fabric trader in San-Pédro, these platforms reduce the need to relocate to Abidjan: the market comes to them.

Meta's platforms are expanding market reach and revenue for businesses, **53% of online Ivorian businesses surveyed strongly agree that Facebook, Instagram and WhatsApp have expanded their customer base beyond local geography**, while **91% report they helped them generate additional revenue**. That matters in Côte d'Ivoire, where small businesses make up 98% of enterprises and employ the majority of the young population.

For Ivorian entrepreneurs, platforms offer a path to markets across Francophone West Africa without the cost of physical expansion. A clothing designer in Abidjan can reach customers in Dakar, Bamako, and Ouagadougou from a single WhatsApp Business account, turning Côte d'Ivoire's geographic and linguistic position into a commercial advantage.

These tools are also important for social connection, helping people maintain relationships, coordinate support, and engage with their community: **Among Meta platform users in Côte d'Ivoire, 59% say they feel closer to friends and family across the region with due to Meta's platforms, and 59% feel more connected to a wider community or group.**

Platforms have opened markets across the country and across borders. But for Côte d'Ivoire to lead Francophone West Africa's digital future, its developers need advanced tools at African price points, for African problems.

03 | Open-Source AI Enabling Local Innovation

Côte d'Ivoire's tech ecosystem is gaining momentum, with strong interest in AI. Closing remaining gaps in affordability, skills, and locally relevant tools will help more people and businesses put that interest into practice. Meta's open-source AI tools—including LLaMA, No Language Left Behind, PyTorch, and React Native—can help reduce those barriers by making advanced technology more accessible to local developers. 71% of online Ivorians believe AI products developed within Sub-Saharan Africa will be important for the continent's economic growth.

For Côte d'Ivoire, open-source AI can help accelerate a shift toward locally relevant solutions—built in local languages and designed around local needs. And almost 1 in 2 online Ivorian business leaders surveyed say they would definitely use open-source AI tools. If that demand is met and adoption scales, it could unlock innovation in areas like agriculture, healthcare and financial inclusion—we estimate that increasing AI adoption could drive a $3.5 billion GDP uplift by 2035.

For Côte d'Ivoire, this is more than economic opportunity; it is a chance to lead Francophone West Africa into the AI era.

04 | Conclusion Côte d'Ivoire's Digital Future

Côte d'Ivoire's role as a major commercial centre in Francophone West Africa and an important WAEMU economy, alongside its steady growth in recent years, provides a strong base for expanding digital growth in the region. Meta's investments can support this by helping widen access to digital tools and infrastructure, so more people and businesses can benefit—supporting job creation, strengthening small firms, and improving productivity.

As Côte d'Ivoire builds out its infrastructure, platforms and local AI applications, it is well placed to develop approaches that neighbouring markets can adopt and build on, leading Francophone West Africa's digital trajectory.



You can access our detailed methodology through the link here

1 Oxford Business Group. Côte d'Ivoire empowers entrepreneurs to boost small businesses