



**Euromonitor  
International**

# Beauty and Personal Care in Angola

May 2025

Table of Contents

EXECUTIVE SUMMARY

- Beauty and personal care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for beauty and personal care ?

MARKET DATA

- Table 1 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 6 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024
- Table 7 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024
- Table 8 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 9 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 10 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 11 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

BABY AND CHILD-SPECIFIC PRODUCTS

- Key Data Findings
- 2024 Developments
  - National brands gain ground through affordability and accessibility
  - International brands retain leadership amid local competition
  - Consumers prioritise affordability, efficacy and natural formulations
- Prospects and Opportunities
  - Sustainability and population growth to drive future expansion
  - Product education and marketing transparency to shape brand loyalty
  - Innovation in packaging and formulation to align with eco-conscious values
- Category Data
  - Table 12 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
  - Table 13 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
  - Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
  - Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
  - Table 16 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
  - Table 17 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
  - Table 18 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029

BATH AND SHOWER

- Key Data Findings
- 2024 Developments
  - Bar soaps remain essential amid price sensitivity and local ingredient appeal
  - Premiumisation and product diversification strengthen market leaders
  - Modernisation and accessibility drive consumer preference
- Prospects and Opportunities
  - Local innovation and production expansion to stimulate growth
  - Sustainability and government support to bolster bio-based product development
  - Natural product innovation gains momentum with regional expansion

Category Data

- Table 19 - Sales of Bath and Shower by Category: Value 2019-2024
- Table 20 - Sales of Bath and Shower by Category: % Value Growth 2019-2024
- Table 21 - NBO Company Shares of Bath and Shower: % Value 2020-2024
- Table 22 - LBN Brand Shares of Bath and Shower: % Value 2021-2024
- Table 23 - Forecast Sales of Bath and Shower by Category: Value 2024-2029
- Table 24 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029

DEODORANTS

Key Data Findings

2024 Developments

- Deodorants gain popularity amid climate and affordability concerns
- Beiersdorf strengthens presence through Nivea expansion
- Supermarkets remain dominant as availability expands

Prospects and Opportunities

- Perfumed antiperspirants to lead growth in hot and humid climate
- Rising fragrance prices boost deodorants as everyday substitutes
- Innovation to focus on skin benefits and sustainability

Category Data

- Table 25 - Sales of Deodorants by Category: Value 2019-2024
- Table 26 - Sales of Deodorants by Category: % Value Growth 2019-2024
- Table 27 - NBO Company Shares of Deodorants: % Value 2020-2024
- Table 28 - LBN Brand Shares of Deodorants: % Value 2021-2024
- Table 29 - Forecast Sales of Deodorants by Category: Value 2024-2029
- Table 30 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029

HAIR CARE

Key Data Findings

2024 Developments

- Hair care benefits from essential demand despite changing routines
- Global and national players compete through innovation and positioning
- Retail landscape diversifies as digital adoption grows

Prospects and Opportunities

- Natural formulations and sustainability to shape future product development
- E-commerce expansion to broaden access and fuel product discovery
- Functional innovation to meet rising demand for multi-benefit solutions

Category Data

- Table 31 - Sales of Hair Care by Category: Value 2019-2024
- Table 32 - Sales of Hair Care by Category: % Value Growth 2019-2024
- Table 33 - NBO Company Shares of Hair Care: % Value 2020-2024
- Table 34 - LBN Brand Shares of Hair Care: % Value 2021-2024
- Table 35 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024
- Table 36 - Forecast Sales of Hair Care by Category: Value 2024-2029
- Table 37 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029

DEPILATORIES

Key Data Findings

2024 Developments

- Razors remain dominant amid affordability and cultural preference
- Gillette and Procter & Gamble drive category visibility and innovation
- Local stores remain central to purchasing as e-commerce lags

Prospects and Opportunities

- Affordability and access to drive continued razor use

Social norms and personal grooming trends to boost demand

Product innovation to focus on multifunctionality and skin benefits

Category Data

Table 38 - Sales of Depilatories by Category: Value 2019-2024

Table 39 - Sales of Depilatories by Category: % Value Growth 2019-2024

Table 40 - NBO Company Shares of Depilatories: % Value 2020-2024

Table 41 - LBN Brand Shares of Depilatories: % Value 2021-2024

Table 42 - Forecast Sales of Depilatories by Category: Value 2024-2029

Table 43 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

ORAL CARE

Key Data Findings

2024 Developments

Affordability and local innovation support category expansion

Sustainability and brand visibility boost competition

Retail habits evolve while supermarkets retain prominence

Prospects and Opportunities

Health awareness and innovation to fuel toothpaste demand

Domestic production to support affordability and trust

Local manufacturing and dental education drive innovation

Category Data

Table 44 - Sales of Oral Care by Category: Value 2019-2024

Table 45 - Sales of Oral Care by Category: % Value Growth 2019-2024

Table 46 - NBO Company Shares of Oral Care: % Value 2020-2024

Table 47 - LBN Brand Shares of Oral Care: % Value 2021-2024

Table 48 - Forecast Sales of Oral Care by Category: Value 2024-2029

Table 49 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029

MEN'S GROOMING

Key Data Findings

2024 Developments

Cultural shifts and social media drive growth in grooming habits

Beiersdorf strengthens lead with product breadth and accessibility

Supermarkets remain key outlets for grooming essentials

Prospects and Opportunities

Intimate hygiene and self-care trends to shape category expansion

Product variety and marketing strategies to fuel consumer interest

Innovation to focus on sustainability and ingredient transparency

Category Data

Table 50 - Sales of Men's Grooming by Category: Value 2019-2024

Table 51 - Sales of Men's Grooming by Category: % Value Growth 2019-2024

Table 52 - NBO Company Shares of Men's Grooming: % Value 2020-2024

Table 53 - LBN Brand Shares of Men's Grooming: % Value 2021-2024

Table 54 - Forecast Sales of Men's Grooming by Category: Value 2024-2029

Table 55 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

COLOUR COSMETICS

Key Data Findings

2024 Developments

Consumers seek multifunctional products that complement lifestyle needs

Nail products lead as fashion trends and social media shape demand

Prestige and local brands gain visibility through beauty retail and events

Prospects and Opportunities

Professional makeup trends to expand product usage and combinations

Climate-specific formulations to support sustained usage

Innovation in textures and packaging to follow global trends

Category Data

Table 56 - Sales of Colour Cosmetics by Category: Value 2019-2024

Table 57 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024

Table 58 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024

Table 59 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024

Table 60 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024

Table 61 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029

Table 62 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

## FRAGRANCES

Key Data Findings

2024 Developments

Mass fragrances gain traction through affordability and accessibility

Brand expansion and store growth reinforce competitive momentum

Retail variety and omnichannel services shape consumer behaviour

Prospects and Opportunities

Sustainability and eco-consciousness to define future development

Alcohol-free formulations to appeal to sensitive consumers

Format innovation and olfactory novelty to attract niche audiences

Category Data

Table 63 - Sales of Fragrances by Category: Value 2019-2024

Table 64 - Sales of Fragrances by Category: % Value Growth 2019-2024

Table 65 - NBO Company Shares of Fragrances: % Value 2020-2024

Table 66 - LBN Brand Shares of Fragrances: % Value 2021-2024

Table 67 - LBN Brand Shares of Premium Fragrances: % Value 2021-2024

Table 68 - Forecast Sales of Fragrances by Category: Value 2024-2029

Table 69 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

## SKIN CARE

Key Data Findings

2024 Developments

Local brands gain ground amid rising demand for affordable innovation

Body care leads growth as local players invest in reformulation

Supermarkets dominate sales, while specialist and pharmacy channels serve niche needs

Prospects and Opportunities

Transparency and product education to drive future growth

Demand for natural and chemical-free solutions continues to rise

Innovation centred on multifunctionality, naturality and engaging presentation

Category Data

Table 70 - Sales of Skin Care by Category: Value 2019-2024

Table 71 - Sales of Skin Care by Category: % Value Growth 2019-2024

Table 72 - NBO Company Shares of Skin Care: % Value 2020-2024

Table 73 - LBN Brand Shares of Skin Care: % Value 2021-2024

Table 74 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024

Table 75 - Forecast Sales of Skin Care by Category: Value 2024-2029

Table 76 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

## SUN CARE

Sun care remains a low-priority category for Angolan consumers

Imported brands struggle to grow amid low category penetration

Supermarkets and pharmacies remain key retail channels

Prospects and opportunities

Affordable local alternatives could unlock future growth

SPF as a value-add in broader skin care may support category integration

Multifunctionality and ease of use to influence future innovation

Category Data

Table 77 - Sales of Sun Care by Category: Value 2019-2024

Table 78 - Sales of Sun Care by Category: % Value Growth 2019-2024

Table 79 - NBO Company Shares of Sun Care: % Value 2020-2024

Table 80 - LBN Brand Shares of Sun Care: % Value 2021-2024

Table 81 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024

Table 82 - Forecast Sales of Sun Care by Category: Value 2024-2029

Table 83 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/beauty-and-personal-care-in-angola/report](http://www.euromonitor.com/beauty-and-personal-care-in-angola/report).