



Euromonitor  
International

# Alcoholic Drinks in Angola

July 2025

Table of Contents

EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments
- Taxation and Duty Levies
- Operating Environment
- Contraband and parallel trade
- Duty free
- Cross-border/private imports
- Key New Product Launches
- Outlook

MARKET DATA

- Table 1 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024
- Table 2 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024
- Table 3 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024
- Table 4 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024
- Table 5 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2024
- Table 6 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024
- Table 7 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024
- Table 8 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024
- Table 9 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024
- Table 10 - Distribution of Alcoholic Drinks by Format: % Off-trade Volume 2019-2024
- Table 11 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024
- Table 12 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029
- Table 13 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029
- Table 14 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029
- Table 15 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

BEER

- Key Data Findings
- 2024 Developments
- Affordability, availability and habit drive steady beer consumption
- Local innovation drives momentum for emerging players
- Off-trade remains dominant as consumers seek affordability and variety
- Prospects and Opportunities
- Expansion of national production to support future sales

Rising disposable income to sustain demand for premium and quality offerings

Innovation driven by younger consumers and sustainability preferences

Category Data

Table 16 - Sales of Beer by Category: Total Volume 2019-2024

Table 17 - Sales of Beer by Category: Total Value 2019-2024

Table 18 - Sales of Beer by Category: % Total Volume Growth 2019-2024

Table 19 - Sales of Beer by Category: % Total Value Growth 2019-2024

Table 20 - Sales of Beer by Off-trade vs On-trade: Volume 2019-2024

Table 21 - Sales of Beer by Off-trade vs On-trade: Value 2019-2024

Table 22 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 23 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2019-2024

Table 24 - GBO Company Shares of Beer: % Total Volume 2020-2024

Table 25 - NBO Company Shares of Beer: % Total Volume 2020-2024

Table 26 - LBN Brand Shares of Beer: % Total Volume 2021-2024

Table 27 - Forecast Sales of Beer by Category: Total Volume 2024-2029

Table 28 - Forecast Sales of Beer by Category: Total Value 2024-2029

Table 29 - Forecast Sales of Beer by Category: % Total Volume Growth 2024-2029

Table 30 - Forecast Sales of Beer by Category: % Total Value Growth 2024-2029

## WINE

Key Data Findings

2024 Developments

Moderate growth supported by domestic production despite economic pressures

Innovation driven by local partnerships and brand positioning

Off-trade dominates amid affordability concerns

Prospects and Opportunities

Wine events and diversification expected to boost awareness and sales

National production and Portuguese wine culture set to shape local preferences

Innovation will focus on organic production and traditional methods

Category Data

Table 31 - Sales of Wine by Category: Total Volume 2019-2024

Table 32 - Sales of Wine by Category: Total Value 2019-2024

Table 33 - Sales of Wine by Category: % Total Volume Growth 2019-2024

Table 34 - Sales of Wine by Category: % Total Value Growth 2019-2024

Table 35 - Sales of Wine by Off-trade vs On-trade: % Volume Breakdown 2019-2024

Table 36 - Sales of Wine by Off-trade vs On-trade: % Value Breakdown 2019-2024

Table 37 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 38 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024

Table 39 - Forecast Sales of Wine by Category: Total Volume 2024-2029

Table 40 - Forecast Sales of Wine by Category: Total Value 2024-2029

Table 41 - Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029

Table 42 - Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

## SPIRITS

Key Data Findings

2024 Developments

Rising demand and premiumisation support volume growth

Key players expand flavour ranges to sustain consumer interest

Off-trade dominates as consumers seek value and availability

Prospects and Opportunities

Premiumisation drives continued growth

Rise of craft spirits and national distilleries

Innovation through flavour and format diversity

## Category Data

Table 43 - Sales of Spirits by Category: Total Volume 2019-2024

Table 44 - Sales of Spirits by Category: Total Value 2019-2024

Table 45 - Sales of Spirits by Category: % Total Volume Growth 2019-2024

Table 46 - Sales of Spirits by Category: % Total Value Growth 2019-2024

Table 47 - Sales of Spirits by Off-trade vs On-trade: % Volume Breakdown 2019-2024

Table 48 - Sales of Spirits by Off-trade vs On-trade: % Value Breakdown 2019-2024

Table 49 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 50 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2019-2024

Table 51 - GBO Company Shares of Spirits: % Total Volume 2020-2024

Table 52 - NBO Company Shares of Spirits: % Total Volume 2020-2024

Table 53 - LBN Brand Shares of Spirits: % Total Volume 2021-2024

Table 54 - Forecast Sales of Spirits by Category: Total Volume 2024-2029

Table 55 - Forecast Sales of Spirits by Category: Total Value 2024-2029

Table 56 - Forecast Sales of Spirits by Category: % Total Volume Growth 2024-2029

Table 57 - Forecast Sales of Spirits by Category: % Total Value Growth 2024-2029

## CIDER/PERRY

### Key Data Findings

#### 2024 Developments

Local consumer preferences and rising imports support cider growth

Castel Group maintains its lead through strategic branding

Off-trade leads cider sales with broader access and lower prices

#### Prospects and Opportunities

Fruit ciders expected to support steady category expansion

Premium offerings and flavour innovation set to gain momentum

Innovation in fruit blends likely to expand product variety

### Category Data

Table 58 - Sales of Cider/Perry: Total Volume 2019-2024

Table 59 - Sales of Cider/Perry: Total Value 2019-2024

Table 60 - Sales of Cider/Perry: % Total Volume Growth 2019-2024

Table 61 - Sales of Cider/Perry: % Total Value Growth 2019-2024

Table 62 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2019-2024

Table 63 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2019-2024

Table 64 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 65 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2019-2024

Table 66 - GBO Company Shares of Cider/Perry: % Total Volume 2020-2024

Table 67 - NBO Company Shares of Cider/Perry: % Total Volume 2020-2024

Table 68 - LBN Brand Shares of Cider/Perry: % Total Volume 2021-2024

Table 69 - Forecast Sales of Cider/Perry: Total Volume 2024-2029

Table 70 - Forecast Sales of Cider/Perry: Total Value 2024-2029

Table 71 - Forecast Sales of Cider/Perry: % Total Volume Growth 2024-2029

Table 72 - Forecast Sales of Cider/Perry: % Total Value Growth 2024-2029

## RTDS

### Key Data Findings

#### 2024 Developments

Local trends support rising demand for RTDs

Innovation and local brands shape the competitive landscape

Widespread off-trade availability supports continued expansion

#### Prospects and Opportunities

Premiumisation and cocktail sophistication drive continued growth

Rising incomes support value-driven premium preferences

Wellness trends encourage healthier innovation

#### Category Data

Table 73 - Sales of RTDs by Category: Total Volume 2019-2024

Table 74 - Sales of RTDs by Category: Total Value 2019-2024

Table 75 - Sales of RTDs by Category: % Total Volume Growth 2019-2024

Table 76 - Sales of RTDs by Category: % Total Value Growth 2019-2024

Table 77 - Sales of RTDs by Off-trade vs On-trade: Volume 2019-2024

Table 78 - Sales of RTDs by Off-trade vs On-trade: Value 2019-2024

Table 79 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 80 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2019-2024

Table 81 - GBO Company Shares of RTDS: % Total Volume 2020-2024

Table 82 - NBO Company Shares of RTDS: % Total Volume 2020-2024

Table 83 - LBN Brand Shares of RTDS: % Total Volume 2021-2024

Table 84 - Forecast Sales of RTDs by Category: Total Volume 2024-2029

Table 85 - Forecast Sales of RTDs by Category: Total Value 2024-2029

Table 86 - Forecast Sales of RTDs by Category: % Total Volume Growth 2024-2029

Table 87 - Forecast Sales of RTDs by Category: % Total 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/alcoholic-drinks-in-angola/report](https://www.euromonitor.com/alcoholic-drinks-in-angola/report).