



Home Care in Angola

April 2026

Table of Contents

[Home Care in Angola](#)

EXECUTIVE SUMMARY

Local Production Boosts Sales and Affordability

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Local Production Boosts Sales and Affordability

Laundry Care Remains Largest, While Healthand Wellness Gains Traction

Multifunctionality Reshapes Product Offerings

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumer Demand for Affordability to Drive Future Growth

Chart 5 - Analyst Insight for Home Care

Domestic Manufacturing Expected to Continue Rising

Multifunctionality Expected to Shape Business Landscape

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Dominance through Strategic Adaptations

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets Remain a Popular Home Care Distribution Channel

Retail E-Commerce Faces Challenges in Angolan Home Care

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Home Care

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Home Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Air Care in Angola](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Local Brands Drive Growth with Culturally Attuned Offerings

INDUSTRY PERFORMANCE

Local Brands Drive Growth with Culturally Attuned Offerings

Spray/Aerosol Air Fresheners Remain Largest Category

Sustainability Gains Traction among Urban Consumers

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Shift in Consumer Preferences to Drive Growth

Spray/Aerosol and Care Air Fresheners to Maintain Positions

Sustainability to Drive Innovation and Demand

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Companies Maintain Lead with Affordable, Culturally Relevant Offerings

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Supermarkets Lead Sales of Air Care Products

Informal Stalls Remain Vital for Price-Sensitive Shoppers

Retail E-Commerce Has Limited Presence Due to Infrastructural Challenges

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Air Care

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Air Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bleach in Angola](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Local Brands Drive Sales with Affordable Pricing

INDUSTRY PERFORMANCE

Local Brands Drive Sales with Affordable Pricing

Multifunctionality Solidifies Bleach Dominance in Toilet Care

Chart 33 - Value Sales 2020-2030

Chart 34 - Volume Sales 2020-2030

WHAT'S NEXT?

Water Disinfection and Hygiene Awareness to Drive Bleach Growth

Local Brands Expected to Drive Market Growth with Alternatives

Chart 35 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Local Brands Dominate with Affordable Pricing Strategy

Chart 36 - Company Shares 2025

Chart 37 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Distribution

Local Brands Leverage Digital Tools for Growth

Chart 38 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 39 - Economic Context for Bleach

Chart 40 - Real Gdp Growth 2020-2030

Chart 41 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 42 - Consumer Context for Bleach

Chart 43 - Population 2020-2030

Chart 44 - Consumer Expenditure 2020-2030

Chart 45 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Dishwashing in Angola](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hand Dishwashing Drives Market Growth

INDUSTRY PERFORMANCE

Hand Dishwashing Drives Market Growth

Cold Wash Trend Reshapes Product Formulations and Marketing

Chart 46 - Cold Wash Gains Momentum in Angola with Locally Made Ultra Dishwashing Liquid

Chart 47 - Value Sales 2020-2030

Chart 48 - Volume Sales 2020-2030

Chart 49 - Value Sales by Category 2025

WHAT'S NEXT?

Affordability and Effectiveness to Drive Market Growth Despite Inflation

Regional Preferences and Pricing Strategies to Expand Market Opportunities

Chart 50 - Forecast Value Sales 2020-2030

Chart 51 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Consolidate Share through Local Production and Affordability

Informal Retail and Changing Consumer Habits Present Challenges and Opportunities

Chart 52 - Company Shares 2025

Chart 53 - Brand Shares 2025

CHANNELS

Grocery Retailers Remain Leading Distribution Channel

Retail E-Commerce Remains Insignificant Due to Infrastructural Challenges

Chart 54 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 55 - Economic Context for Dishwashing

Chart 56 - Real Gdp Growth 2020-2030

Chart 57 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 58 - Consumer Context for Dishwashing

Chart 59 - Population 2020-2030

Chart 60 - Consumer Expenditure 2020-2030

Chart 61 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Angola](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Urbanisation Drives Demand for Affordable Products

INDUSTRY PERFORMANCE

Urbanisation Drives Demand for Affordable Products

Malaria Campaign Drives Sales Growth

Spray and Aerosol Formats Lead Sales

Chart 62 - Value Sales 2020-2030

Chart 63 - Volume Sales 2020-2030

Chart 64 - Value Sales by Category 2025

WHAT'S NEXT?

Consumer Preferences to Drive Demand for Targeted Solutions

Spray and Aerosol Formats to Remain Largest

Chart 65 - Forecast Value Sales 2020-2030

Chart 66 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Rayan Investment Maintains Lead through Affordable and Effective Products

Chart 67 - Company Shares 2025

Chart 68 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate Home Insecticides Sales through Widespread Availability

Small Local Grocers Maintain Strong Presence Despite Slight Decline

Retail E-Commerce Remains Insignificant Due to Infrastructural Challenges

Chart 69 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 70 - Economic Context for Home Insecticides

Chart 71 - Real Gdp Growth 2020-2030

Chart 72 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 73 - Consumer Context for Home Insecticides

Chart 74 - Population 2020-2030

Chart 75 - Consumer Expenditure 2020-2030

Chart 76 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Laundry Care in Angola](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rising Incomes and Demand for Branded Products Drives Growth

INDUSTRY PERFORMANCE

Rising Incomes and Demand for Branded Products Drives Growth

Laundry Detergents Lead Market Share with Consistent Demand

Evolving Product Formats and Multifunctionality Drive Dynamic Growth

Chart 77 - Value Sales 2020-2030

Chart 78 - Volume Sales 2020-2030

Chart 79 - Value Sales by Category 2025

WHAT'S NEXT?

Liquid Detergents and Affordable Sachet Formats to Drive Growth

Sustainable Laundry Products to Drive Dynamic Growth

Chart 80 - Forecast Value Sales 2020-2030

Chart 81 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Players Gain Ground through Innovation

Chart 82 - Company Shares 2025

Chart 83 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Remain Popular Distribution Channels

Retail E-Commerce Faces Challenges in Angolan Laundry Care

New Retail Partnership Launches Eco-Friendly and Multifunctional Products

Chart 84 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 85 - Economic Context for Laundry Care

Chart 86 - Real Gdp Growth 2020-2030

Chart 87 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 88 - Consumer Context for Laundry Care

Chart 89 - Population 2020-2030

Chart 90 - Consumer Expenditure 2020-2030

Chart 91 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Polishes in Angola](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Local Brands Drive Multifunctional Polish Sales through Innovation

INDUSTRY PERFORMANCE

Local Brands Drive Multifunctional Polish Sales through Innovation

Shoe Polish Remains Largest Product in Terms of Retail Value

Urban Expansion and Rising Incomes Fuel Demand for Polish Products

Chart 92 - Value Sales 2020-2030

Chart 93 - Volume Sales 2020-2030

Chart 94 - Value Sales by Category 2025

WHAT'S NEXT?

Businesses to Prioritise Multifunctionality and Ease of Use

Shoe Polish to Remain Largest Category

Furniture Polish to Be the Best Performing Category

Chart 95 - Forecast Value Sales 2020-2030

Chart 96 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Position through Wide Presence

Chart 97 - Company Shares 2025

Chart 98 - Brand Shares 2025

CHANNELS

Supermarkets Drive Sales through Accessibility

Retail E-Commerce Remains Insignificant Due to Infrastructural Challenges

Chart 99 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 100 - Economic Context for Polishes

Chart 101 - Real Gdp Growth 2020-2030

Chart 102 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 103 - Consumer Context for Polishes

Chart 104 - Population 2020-2030

Chart 105 - Consumer Expenditure 2020-2030

Chart 106 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Surface Care in Angola](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Urban Population's Changing Lifestyles Influence Surface Care Demand

INDUSTRY PERFORMANCE

Urban Population's Changing Lifestyles Influence Surface Care Demand

Multi-Purpose Cleaners Gain Traction with Eco-Friendly Packaging

Smaller Formats Gain Traction among Price-Sensitive Consumers

Chart 107 - Value Sales 2020-2030

Chart 108 - Volume Sales 2020-2030

Chart 109 - Value Sales by Category 2025

WHAT'S NEXT?

Demand for Household Cleaning Products to Drive Surface Care Growth

Income-Based Segmentation to Drive Brand Strategies

Chart 110 - Forecast Value Sales 2020-2030

Chart 111 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Brands Gain Ground with Affordable Offerings

Chart 112 - Company Shares 2025

Chart 113 - Brand Shares 2025

CHANNELS

Supermarkets Remain Popular with Strong Presence and Diverse Offerings

Retail E-Commerce Remains Insignificant Due to Infrastructural Limitations

Strategic Partnerships and Local Brands Drive Sales Growth

Chart 114 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 115 - Economic Context for Surface Care

Chart 116 - Real Gdp Growth 2020-2030

Chart 117 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 118 - Consumer Context for Surface Care

Chart 119 - Population 2020-2030

Chart 120 - Consumer Expenditure 2020-2030

Chart 121 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Toilet Care in Angola](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rising Urbanisation Drives Demand for Modern Toilet Care Solutions

INDUSTRY PERFORMANCE

Rising Urbanisation Drives Demand for Modern Toilet Care Solutions

Toilet Liquids/Foam Dominates Market with Strong Consumer Preference

Sustainability Reshapes Consumer Behaviour

Chart 122 - Value Sales 2020-2030

Chart 123 - Volume Sales 2020-2030

Chart 124 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Formats to Drive Market Growth

Retail Channels Expected to See Growth in Cities and Rural Areas

Local Production Expected to Gain Competitive Advantage

Chart 125 - Forecast Value Sales 2020-2030

Chart 126 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Dominance through Strategic Moves

Chart 127 - Company Shares 2025

Chart 128 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Care Sales through Accessibility

Chart 129 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 130 - Economic Context for Toilet Care

Chart 131 - Real Gdp Growth 2020-2030

Chart 132 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 133 - Consumer Context for Toilet Care

Chart 134 - Population 2020-2030

Chart 135 - Consumer Expenditure 2020-2030

Chart 136 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/home-care-in-angola/report.