



Euromonitor
International

Laundry Care in Angola

April 2026

Table of Contents

Laundry Care in Angola - Category analysis

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 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - 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 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Players Gain Ground through Innovation

Chart 6 - Company Shares 2025

Chart 7 - 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 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Laundry Care

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Laundry Care

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Angola - Industry Overview](#)

EXECUTIVE SUMMARY

Local Production Boosts Sales and Affordability

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Local Production Boosts Sales and Affordability

Laundry Care Remains Largest, While Health and Wellness Gains Traction

Multifunctionality Reshapes Product Offerings

Chart 17 - Value Sales 2020-2030

Chart 18 - Volume Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Consumer Demand for Affordability to Drive Future Growth

Chart 20 - Analyst Insight for Home Care

Domestic Manufacturing Expected to Continue Rising

Multifunctionality Expected to Shape Business Landscape

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Dominance through Strategic Adaptations

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Supermarkets Remain a Popular Home Care Distribution Channel

Retail E-Commerce Faces Challenges in Angolan Home Care

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Home Care

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Home Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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/laundry-care-in-angola/report.