



Euromonitor
International

Surface Care in Angola

April 2026

Table of Contents

Surface Care in Angola - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

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 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - 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 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Brands Gain Ground with Affordable Offerings

Chart 6 - Company Shares 2025

Chart 7 - 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 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Surface Care

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Surface 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

2025 Developments

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/surface-care-in-angola/report.