Euromonitor International

Deodorants in Angola

July 2026

Table of Contents

Deodorants in Angola - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Strong Growth Driven by Rising Demand for Lifestyle and Wellness Products
Deodorant Sprays Leads Value Sales, While Roll-Ons Shows Dynamic Growth
Suave Angola'S Eco-Friendly Launches Connect Efficacy with Lifestyle Appeal
Chart 1 - Lifestyle Appeal Boosts Suave'S New Spray and Roll-On Deodorants
Chart 2 - Value Sales 2020-2030
Chart 3 - Volume Sales 2020-2030
Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Balance Price and Trust to Shape Spending Decisions
Deodorant Sprays Set to Lead Value Sales, While Roll-Ons Accelerate Growth
Brands Anticipated to Integrate Wellness and Retail Strategies to Drive Growth
Chart 5 - Forecast Value Sales 2020-2030
Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Positions Amid Modest Market Shifts
Chart 7 - Company Shares 2025
Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Drive Value, with Modern Trade Gaining Ground
Retail E-Commerce Gains Momentum with Emerging Opportunities and Challenges
Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Deodorants
Chart 11 - Real Gdp Growth 2020-2030
Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Deodorants
Chart 14 - Population 2020-2030
Chart 15 - Consumer Expenditure 2020-2030
Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Angola - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Urban Consumers Drive Premium Growth Amid Inflation and Expanding Retail Channels

Bath and Shower Leads Value Growth, While Colour Cosmetics Gains Traction Due to Lifestyle Trends
Urielas Skincare'S Sustainability-Led Launches Propel Premiumisation and Clean Beauty Momentum
Chart 17 - Local Fill-And-Finish and Recyclable Formats Reduce Imports and Boost Eco-Friendly Availability
Chart 18 - Value Sales 2020-2030
Chart 19 - Volume Sales 2020-2030
Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Consumers and Local Production Expected to Fuel Growth Amid Economic Shifts
Bath and Shower Set to Lead Value, While Colour Cosmetics Accelerate Rapidly
Sustainability and Local Innovation Anticipated to Reshape Product Development and Channels
Chart 21 - Forecast Value Sales 2020-2030
Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Production Fuels Fragmented Growth, While Leading Players Retain Their Positions
Chart 23 - Company Shares 2025
Chart 24 - Brand Shares 2025

CHANNELS

Modern Trade Gains Prominence as Urban Consumers Shift to Formal Retail
E-Commerce and Social Commerce Expand Steadily as Impulse and Repeat Buying Grow
Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care
Chart 27 - Real Gdp Growth 2020-2030
Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal 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/deodorants-in-angola/report.