



# Hair Care in Angola

July 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Hair Care Summary

### INDUSTRY PERFORMANCE

Angolan Hair Care Outpaces Regional Growth Amid Rising Consumer Expenditure

Salon Professional Hair Care Leads Growth, Driven by Premiumisation and Innovation

Local Brands Pioneer Sustainable Formats, Reshaping Consumer Preferences and Retail Mix

Chart 1 - Sustainable Hair Care Innovation Emerges in Angola

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

### WHAT'S NEXT?

Local Production and Diversified Distribution Expected to Secure Growth Amid Rising Demand

Salons and At-Home Solutions Set to Balance Consumer Engagement and Market Expansion

Premium Sustainability Trends Anticipated to Redefine Product Innovation and Consumer Targeting

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions through Targeted Distribution and Innovation

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

### CHANNELS

Supermarkets and Salons Drive Distribution Growth with Shifting Channel Shares

Retail E-Commerce Gains Traction with Niche Appeal and Growing Consumer Interest

Chart 9 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 10 - Economic Context for Hair Care

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 13 - Consumer Context for Hair Care

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/hair-care-in-angola/report](http://www.euromonitor.com/hair-care-in-angola/report).