Euromonitor International

Mass Beauty and Personal Care in Angola

July 2026

Table of Contents

Mass Beauty and Personal Care in Angola - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Strong Growth Driven by Lifestyle Innovation and Local Production Expansion
Mass Bath and Shower Leads Value, with Local Manufacturing Boosting Availability
Noble Group'S Local Toothpaste Innovation Captures Lifestyle-Driven Growth
Chart 1 - Local Fill-And-Finish Lifts Value Toothpaste and Boosts Mass Beauty Challengers
Chart 2 - Value Sales 2020-2030
Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Price Sensitivity Expected to Shape Consumer Buying Patterns and Distribution Reach
Mass Bath and Shower Set to Sustain Leadership, While Colour Cosmetics and Hair Care Accelerate Growth
Chart 4 - Forecast Value Sales 2020-2030
Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Leverage Local Production to Sustain Competitive Positions
Chart 6 - Company Shares 2025
Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Mass Beauty and Personal Care
Chart 9 - Real Gdp Growth 2020-2030
Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Mass Beauty and Personal Care
Chart 12 - Population 2020-2030
Chart 13 - Consumer Expenditure 2020-2030
Chart 14 - 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 15 - Local Fill-And-Finish and Recyclable Formats Reduce Imports and Boost Eco-Friendly Availability
Chart 16 - Value Sales 2020-2030
Chart 17 - Volume Sales 2020-2030
Chart 18 - 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 19 - Forecast Value Sales 2020-2030
Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Production Fuels Fragmented Growth, While Leading Players Retain Their Positions
Chart 21 - Company Shares 2025
Chart 22 - 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 23 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 24 - Economic Context for Beauty and Personal Care
Chart 25 - Real Gdp Growth 2020-2030
Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Beauty and Personal Care
Chart 28 - Population 2020-2030
Chart 29 - Consumer Expenditure 2020-2030
Chart 30 - 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/mass-beauty-and-personal-care-in-angola/report.