



Euromonitor
International

Rtds in Angola

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rtds Summary

INDUSTRY PERFORMANCE

Rtd Reinvention Stimulates Adoption and Impulse Sales

Chart 1 - Yolo Debuts at Filda 2025

Premium Positioning through Heritage Cues

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Affluent Urban Shoppers Drive Premium Launches through Modern Retail and Digital Trials

Provenance Storytelling and Local Sourcing to Protect Margins and Win Loyalty

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Smirnoff Drives Repeat Purchases through Innovation and Sampling

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Chilled Displays Boost Premium Trials

Chilled Online Drops and Sampling to Appeal to Urban Consumers

ECONOMIC CONTEXT

Chart 8 - Economic Context for Rtds

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Rtds

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Major Marketing Supports Innovation and Premiumisation

Chart 14 - Havelock Launch Uses Heritage Cues to Appeal to Urban Premium Rtds Demand

Chart 15 - Volume Sales 2020-2030

Chart 16 - Volume Sales by Category 2025

WHAT'S NEXT?

Beer to Maintain Dominance with Further Momentum for RtDs
Use of Provenance and Storytelling to Justify Premium Pricing
Chart 17 - Forecast Volume Sales 2020-2030
Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Cuca and Nocal Strengthen Formal Retail through Packaging and Logistics
Chart 19 - Company Shares 2025
Chart 20 - Brand Shares 2025

CHANNELS

Modern Retail Formalises Sales as Regulation Restricts Informal Trade
E-Commerce Remains Limited as Cold-Chain and Licensing Barriers Persist

MARKET BACKGROUND

Legislation
Legal Purchasing Age and Legal Drinking Age
Drink Driving
Advertising
Smoking Ban
Opening Hours
On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband and Parallel Trade
Duty Free
Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 21 - Economic Context for Alcoholic Drinks
Chart 22 - Real GDP Growth 2020-2030
Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Alcoholic Drinks
Chart 25 - Population 2020-2030
Chart 26 - 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/rtds-in-angola/report.