



Digestive Remedies in Angola

September 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Imodium, Eno and Pepsamar see resilient demand as self-medication and price-sensitivity reshape purchasing
Indigestion and heartburn remedies outperform as consumers seek quick relief and switch brands for value
Import disruptions force consumers to trade down, benefiting generics as pharmacies shape purchasing decisions

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Familiar brands to retain loyalty as affordability drives brand switching
Indigestion and heartburn remedies to lead value and growth
Leading brands to face new rivals as stable supply trumps innovation

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Angelini strengthens lead as price sensitivity reshapes competition

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

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Pharmacies drive brand switching as price trumps loyalty
E-commerce fails to gain traction as offline sales prevail

Chart 1 Retail Channels 2021-2026

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Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

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