



Euromonitor
International

Herbal/Traditional Products in Angola

September 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Affordability and cultural tradition drive steady demand for herbal remedies
Locally sourced herbal remedies lead demand for minor infections
Nutriboty builds trust and access with certified, affordable herbal subscriptions

WHAT'S NEXT?

Shoppers to switch from unbranded remedies to trusted boxed options
Herbal cough and allergy remedies to maintain lead as paediatric supplements accelerate

COMPETITIVE LANDSCAPE

Nutriboty accelerates formalisation as urban shoppers demand trusted wellness

CHANNELS

Independent pharmacies drive formalisation amid persistent offline dominance
Online channels remain negligible as trust and access barriers persist

ECONOMIC CONTEXT

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

COUNTRY REPORTS DISCLAIMER

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- **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/herbal-traditional-products-in-angola/report.