

Tissue and Hygiene in Angola

March 2025

Table of Contents

Tissue and Hygiene in Angola

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tissue and hygiene?

MARKET DATA

- Table 1 Retail Sales of Tissue and Hygiene by Category: Value 2019-2024
- Table 2 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
- Table 4 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
- Table 5 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024
- Table 6 Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024
- Table 7 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 8 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 9 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

DISCLAIMER

MENSTRUAL CARE

Key Data Findings

2024 Developments

Cultural practices and limited awareness continue to shape consumer behaviour

Local brands gain traction as affordability and accessibility improve

Competitive dynamics drive brand expansion and product innovation

Prospects and Opportunities

Expanding local production and sustainable initiatives will drive growth

E-commerce and digital marketing will enhance consumer awareness but remain a secondary sales channel

Innovation and product differentiation will strengthen brand competitiveness

Category Data

- Table 10 Retail Sales of Menstrual Care by Category: Value 2019-2024
- Table 11 Retail Sales of Menstrual Care by Category: % Value Growth 2019-2024
- Table 12 NBO Company Shares of Retail Menstrual Care: % Value 2020-2024
- Table 13 LBN Brand Shares of Retail Menstrual Care: % Value 2021-2024
- Table 14 Forecast Retail Sales of Menstrual Care by Category: Value 2024-2029
- Table 15 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2024-2029

NAPPIES/DIAPERS/PANTS

Key Data Findings

2024 Developments

Diapers dominate as demand remains strong among Angola's young population

Local production gains momentum as sourcing challenges persist

Modern retail continues to expand, improving product availability

Prospects and Opportunities

Diapers will continue to lead, while nappies maintain secondary demand

E-commerce is evolving, but remains a secondary retail channel

Sustainability and eco-friendly innovation will shape future product development

Category Data

Table 16 - Retail Sales of Nappies/Diapers/Pants by Category: Value 2019-2024

Table 17 - Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2019-2024

- Table 18 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2020-2024
- Table 19 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2021-2024
- Table 20 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2024-2029
- Table 21 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2024-2029

RETAIL ADULT INCONTINENCE

Key Data Findings

2024 Developments

Cultural stigma limits adoption of adult incontinence products

National brands dominate due to affordability and local sourcing

Retail expansion and informal markets shape distribution trends

Prospects and Opportunities

Health-related needs will sustain demand for adult incontinence products

E-commerce is evolving, but remains a secondary retail channel

Innovation focuses on discreetness, comfort, and superior absorption

Category Data

- Table 22 Sales of Retail Adult Incontinence by Category: Value 2019-2024
- Table 23 Sales of Retail Adult Incontinence by Category: % Value Growth 2019-2024
- Table 24 NBO Company Shares of Retail Adult Incontinence: % Value 2020-2024
- Table 25 LBN Brand Shares of Retail Adult Incontinence: % Value 2021-2024
- Table 26 Forecast Sales of Retail Adult Incontinence by Category: Value 2024-2029
- Table 27 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2024-2029

WIPES

Key Data Findings

2024 Developments

Personal wipes continue to dominate as multipurpose use expands

Brand competition focuses on affordability, scents, and packaging

Modern retail formats gain ground as infrastructure improves

Prospects and Opportunities

Growth in personal wipes will be sustained by rising birth rates and modernisation

E-commerce remains in its early stages but is set to expand

Sustainability and innovation will shape product development

Category Data

- Table 28 Retail Sales of Wipes by Category: Value 2019-2024
- Table 29 Retail Sales of Wipes by Category: % Value Growth 2019-2024
- Table 30 NBO Company Shares of Retail Wipes: % Value 2020-2024
- Table 31 LBN Brand Shares of Retail Wipes: % Value 2021-2024
- Table 32 Forecast Retail Sales of Wipes by Category: Value 2024-2029
- Table 33 Forecast Retail Sales of Wipes by Category: % Value Growth 2024-2029

RETAIL TISSUE

Key Data Findings

2024 Developments

Consumer preference for printed and soft tissue products drives demand

Rising raw material costs challenge local tissue manufacturers

Modern retail channels expand, improving access to retail tissue

Prospects and Opportunities

Sustainability and eco-friendly products will drive future demand

Supermarkets will continue to shape the modern retail landscape

Innovative alternatives such as electronic dryers may impact tissue demand

Category Data

Table 34 - Retail Sales of Tissue by Category: Value 2019-2024

- Table 35 Retail Sales of Tissue by Category: % Value Growth 2019-2024
- Table 36 NBO Company Shares of Retail Tissue: % Value 2020-2024
- Table 37 LBN Brand Shares of Retail Tissue: % Value 2021-2024
- Table 38 Forecast Retail Sales of Tissue by Category: Value 2024-2029
- Table 39 Forecast Retail Sales of Tissue by Category: % Value Growth 2024-2029

AWAY-FROM-HOME TISSUE AND HYGIENE

Key Data Findings

2024 Developments

Growing demand for away-from-home tissue as urbanisation and business expansion continue

Limited availability of away-from-home adult incontinence products impacts category growth

Minimal innovation in the away-from-home category

Prospects and Opportunities

Increased awareness of hygiene and government investment in healthcare to support growth

Omnichannel distribution is set to expand

Sustainability to become a key focus for future innovations

Category Data

- Table 40 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2019-2024
- Table 41 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 42 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2019-2024
- Table 43 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2024
- Table 44 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2024-2029
- Table 45 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2024-2029

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/tissue-and-hygiene-in-angola/report.