



Euromonitor
International

Alcoholic Drinks in Angola

August 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Major Marketing Supports Innovation and Premiumisation

Chart 1 - Havelock Launch Uses Heritage Cues to Appeal to Urban Premium Rtds Demand

Chart 2 - Volume Sales 2020-2030

Chart 3 - 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 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Cuca and Nocal Strengthen Formal Retail through Packaging and Logistics

Chart 6 - Company Shares 2025

Chart 7 - 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 8 - Economic Context for Alcoholic Drinks

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Alcoholic Drinks

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beer in Angola](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beer Summary

INDUSTRY PERFORMANCE

Brewers Employ a Two-Tier Approach Amid Market Polarisation

Chart 14 - Accessible Premiumisation via Tigra X Launch

Packaging and Regulatory Developments Make an Impact on Beer in Angola

Chart 15 - Volume Sales 2020-2030

Chart 16 - Volume Sales by Category 2025

WHAT'S NEXT?

Local Brewers Shorten Supply Chains to Gain Speed and Resilience

Retail Consolidation and Compliance Shift Sales to Larger Brewers

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Cuca Bgi Captures Formal Retail Gains as Informal Sellers Exit

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Supermarkets Capture Gains as Street Beer Sales Fall

E-Commerce Struggles as Immediate, Social Purchases Dominate

ECONOMIC CONTEXT

Chart 21 - Economic Context for Beer

Chart 22 - Real GDP Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Beer

Chart 25 - Population 2020-2030

Chart 26 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Cider/Perry in Angola](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

INDUSTRY PERFORMANCE

Refriango'S Jade Launch Elevates Premium Cider among Young Urban Adults

Chart 27 - Refriango'S Jade Aims to Appeal to Young Adult Consumers

Chart 28 - Volume Sales 2020-2030

Chart 29 - Volume Sales by Category 2025

WHAT'S NEXT?

Multipack Promotions and Modern Designs Keep Young Adults Engaged

Chart 30 - Forecast Volume Sales 2020-2030

Chart 31 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Booster Sustains Leadership through Strong Distribution and Robust Local Production

Chart 32 - Company Shares 2025

Chart 33 - Brand Shares 2025

CHANNELS

Large Grocery Retailers and Bars Boost Premium and Design-Led Demand

ECONOMIC CONTEXT

Chart 34 - Economic Context for Cider/Perry

Chart 35 - Real GDP Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Cider/Perry

Chart 38 - Population 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Rtds in Angola](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rtds Summary

INDUSTRY PERFORMANCE

Rtd Reinvention Stimulates Adoption and Impulse Sales

Chart 40 - Yolo Debuts at Filda 2025

Premium Positioning through Heritage Cues

Chart 41 - Volume Sales 2020-2030

Chart 42 - 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 43 - Forecast Volume Sales 2020-2030

Chart 44 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Smirnoff Drives Repeat Purchases through Innovation and Sampling

Chart 45 - Company Shares 2025

Chart 46 - Brand Shares 2025

CHANNELS

Chilled Displays Boost Premium Trials

Chilled Online Drops and Sampling to Appeal to Urban Consumers

ECONOMIC CONTEXT

Chart 47 - Economic Context for Rtds

Chart 48 - Real GDP Growth 2020-2030

Chart 49 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 50 - Consumer Context for RtDs

Chart 51 - Population 2020-2030

Chart 52 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Spirits in Angola](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

INDUSTRY PERFORMANCE

Experiential Launches Shift Sales to Premium Retail Channels

Inverroche Gin Launch Accelerates Premiumisation and Provenance Storytelling

Chart 53 - Inverroche Is Positioned as an African-Rooted Premium Gin

Chart 54 - Volume Sales 2020-2030

Chart 55 - Volume Sales by Category 2025

WHAT'S NEXT?

Distributors Drive Premium Launches as Consumers Regain Purchasing Power

Chart 56 - Forecast Volume Sales 2020-2030

Chart 57 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Passport and Beefeater Gin Leverage Distribution Strength to Sustain Brand Loyalty

Chart 58 - Company Shares 2025

Chart 59 - Brand Shares 2025

CHANNELS

Distributors Accelerate Premium Launches as Regulatory Enforcement Shifts Sales to Formal Shelves

ECONOMIC CONTEXT

Chart 60 - Economic Context for Spirits

Chart 61 - Real GDP Growth 2020-2030

Chart 62 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 63 - Consumer Context for Spirits

Chart 64 - Population 2020-2030

Chart 65 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Wine in Angola](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

INDUSTRY PERFORMANCE

Market Polarisation as Premium Spend and Value Blends Gain Momentum

Masterclasses Raise the Premium Profile of Still Light Grape Wine

Chart 66 - Masterclasses Lift Premium Wine Visibility in Luanda

Esporão'S Sensory Campaigns Convert Trial into Repeat Premium Purchases

Chart 67 - Volume Sales 2020-2030

Chart 68 - Volume Sales by Category 2025

WHAT'S NEXT?

Luanda Restaurants Accelerate Premium Trials through Curated Sampling

Smaller Pack Formats Drive Urban Trials and Convenience Purchases

Chart 69 - Forecast Volume Sales 2020-2030

Chart 70 - Forecast Volume Sales by Category 2025-2030

CHANNELS

Supermarkets Lead Retail Distribution, While On-Trade Venues Remain Key Contact Points for Wine

ECONOMIC CONTEXT

Chart 71 - Economic Context for Wine

Chart 72 - Real GDP Growth 2020-2030

Chart 73 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 74 - Consumer Context for Wine

Chart 75 - Population 2020-2030

Chart 76 - 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/alcoholic-drinks-in-angola/report.