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Prepared By: Ricardo Dias

Approved By: Rachel Vanderberg

Report Highlights:

Angola's food retail sector in 2025 reflects cautious optimism, supported by 2.4 percent GDP growth and strong demand for imported consumer-oriented products, which reached $2.1 billion in 2024. Retail modernization is accelerating in urban areas while informal markets remain critical in rural zones. U.S. exports, especially poultry, continue to grow, though they face tough competition from Brazil, the EU, and South Africa. Despite these opportunities, challenges such as inflation, currency volatility, foreign exchange shortages, and regulatory uncertainty keep Angola a high potential but high risk market requiring careful entry strategies and strong local partnerships.

Executive Summary:
Angola is a lower middle-income country. For 2025, the business climate shows cautious optimism, with 2.4% percent GDP growth and rising demand for imported foods ($2.1B in 2024). Retail is modernizing, driven by urban consumers seeking poultry, beef, vegetable oils, wine, and spirits. U.S. exports are growing but face stiff competition, while inflation, currency volatility, and regulatory uncertainty keep Angola a high-potential yet high-risk market.

Consumer-Oriented Agricultural Imports

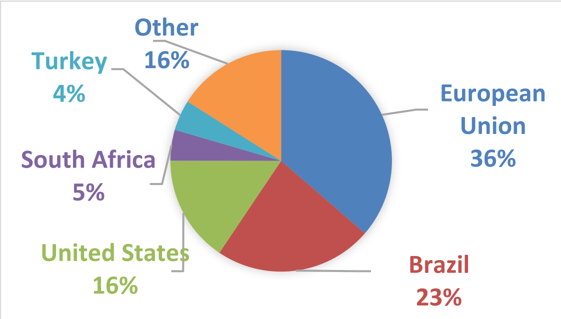


Chart 1: Top Exporting Countries to Angola

Food Retail Industry:
Angola's food retail industry is rapidly modernizing, with supermarkets and hypermarkets proliferating in Luanda and major cities. Formal retail accounts for up to 30 percent of sales, concentrated in these urban areas, while informal "cantinas" remain vital throughout the country. Middle- and high-income consumers drive demand for quality imports, though price sensitivity dominates. Government policies encourage formalization, boosting opportunities for international suppliers. Angola's food retails sales were around $6 billion in 2024.

Food Processing Industry:
Angola's food processing industry is small but growing, mainly focused on milling wheat, corn, and rice, plus beverages, poultry, and dairy. Despite high dependence on imports, investment is strengthening local value chains. Rather than import finished products, many industries import raw materials for processing.

Food Service Industry:
Angola's food service industry is beginning to expand, driven by urbanization, rising incomes, and growing demand for diverse dining experiences. Restaurants, hotels, and fast-food outlets are modernizing, though high import dependence, volatile costs, and infrastructure gaps constrain quality, pricing, and supply.

Quick Facts CY 2024

Imports of Consumer-Oriented Products:
$870 million

List of Top 8 Growth Products in Angola
1) Poultry & Poultry Products
2) Beef & Beef Products
3) Pork & Pork Products
4) Soy & Vegetable Oils
5) Sauces & Condiments
6) Wine
7) Distilled Spirits
8) Snacks

Food Industry by Channels (U.S. million)

Retail Food Industry	$6,059
Food Processing	$ 671*
Food and Agriculture Exports	$ 86

Top 10 Angola Food Retailers
1) Kibabo Supermercado
2) AngoMart
3) Shoprite / Usave
4) Freshmart
5) Maxi Cash & Carry
6) Kero Hypermarket
7) Casa dos Frescos
8) Candando
9) InterMarket
10) Alimenta Angola

GDP/Population
Population *(millions)*: 36.2 million
GDP *(billions USD)*: $116 billion
GDP per capita *(USD)*: $3,050

Sources: Euromonitor, Trade Data Monitor, Angola National Institute of Statistics (INE) and other government sources, IMF, World Bank, and trade press
*unofficial FAS estimate

Strengths/Weaknesses/Opportunities/Threats

Strengths	***Weaknesses***
Strong demand for imported products Retail expansion and modernization	Weak consumer purchasing power Business environment remains one of the most difficult in the world
Opportunities	***Threats***
Demand for consumer-oriented food products is growing Improving relationship with the United States	Rising inflation and currency devaluation Import restrictions or delays

Section 1: Market Summary

Angola's business climate in 2025 reflects cautious optimism, shaped by persistent structural challenges and gradual economic reforms. The economy is projected to grow by 2.4 percent, supported by government efforts to diversify beyond oil, which still dominates public revenue and exports. Rising demand for imported food and agricultural products remains a defining feature, with total imports exceeding $2.1 billion in 2024. Consumer-oriented goods such as poultry, vegetable oil, wine, and distilled spirits are increasingly sought after by middle- and high-income households, particularly in Luanda, where retail modernization is progressing rapidly. U.S. exporters have a strong foothold, but face heavy competition from Brazil, the EU, and South Africa, who benefit from geographic proximity and lower transport costs.

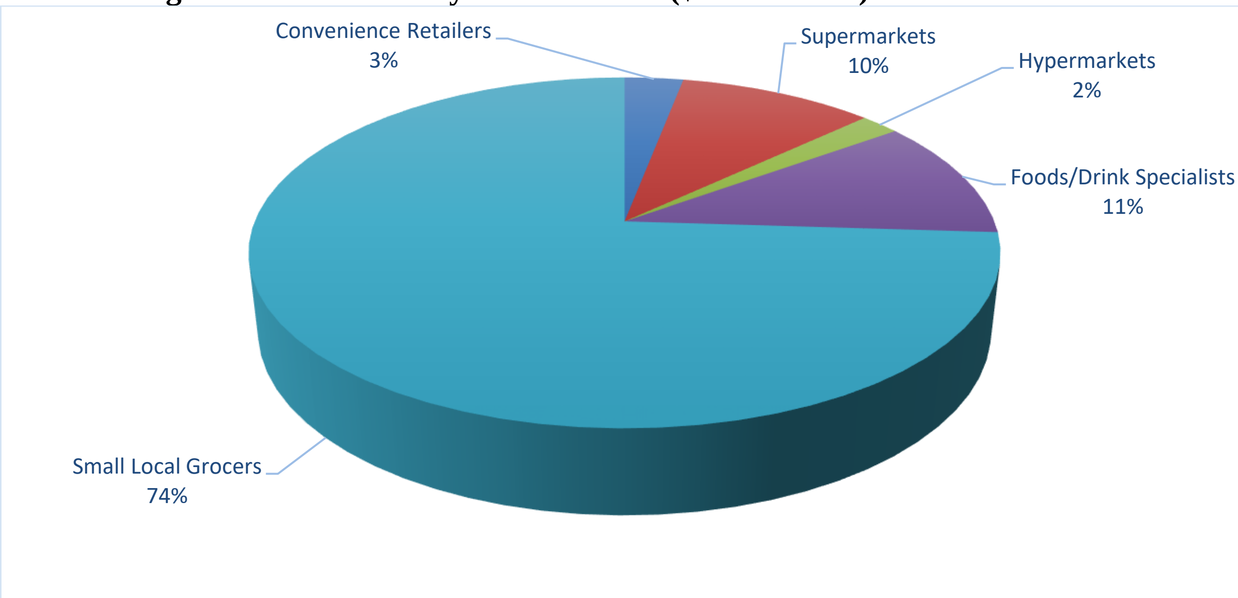
Despite these opportunities, Angola remains a high-risk market. Currency volatility, foreign exchange shortages, inflation, and weak purchasing power constrain consumer spending, while regulatory uncertainty and systemic corruption continue to complicate business operations. Looking ahead, success will depend on the government's ability to implement consistent reforms, strengthen domestic production, and sustain its commitment to economic diversification. For exporters, Angola offers clear potential, particularly in food processing, modern retail, and higher-value consumer goods, but market entry requires careful risk management, strong local partnerships, and a long-term outlook.

Advantages and Challenges

ADVANTAGES	CHALLENGES
Angola imports over half of its food, with growing demand for consumer-oriented products.	Consumers have limited familiarity with U.S. brands and products.
Expanding and modernizing retail sector, with supermarkets in major cities.	Periodic shortages of foreign currency complicate import payments.
Strong niche demand from high-income consumers for quality imported products.	Inflation, currency devaluation, and weak purchasing power constrain consumer demand.
Infrastructure projects (e.g., railways) improving market connectivity.	Stiff competition from Brazil, EU, and South Africa with lower transport costs
Government emphasis on economic diversification may expand opportunities.	Poorly communicated changes to import regulations.
Large institutional buyers (oil/mining companies) create demand for bulk food purchases.	Widespread corruption and a difficult business environment for foreign firms.
Demonstrated preference for bulk frozen poultry and beef liver (areas where the United States is competitive)	Heavy dependence on oil makes Angola vulnerable to global price shocks.

Retail Sales by Channel

Chart 2: Angola Retail Market by Channel 2024 ($ 6.06 Billion)



Source: Euromonitor International; FAS Luanda office research

Section 2: Road Map for Market Entry

Entry Strategy:
The most effective path for new-to-market exporters is to work with a reliable local distributor or import agent familiar with Angola's retail and food sectors. Importers often have long-standing supplier relationships, which are critical for market access. An in-person visit is highly recommended to establish trust, understand consumer dynamics, and negotiate directly. Business culture favors relationship-building, and flexibility is essential, as meetings with officials and companies are often confirmed at short notice. Portuguese is the business language, though many importers speak English.

Market Structure:
Retail is dual-channel: formal supermarkets (growing rapidly in Luanda and major cities) and informal markets (still dominant in rural and peri-urban areas).
Government policies are pushing informal vendors into designated areas, while supermarkets modernize offerings and expand into new neighborhoods. Formal retail could account for as much as 30 percent of total sales, which is just under half of urban sales.

Major retailers driving Angola's formal retail sector:
- Kibabo Supermercado - https://www.kibabo.co.ao (34 outlets)
- AngoMart - https://angomart.com (30 outlets)
- Shoprite/Usave - https://www.shoprite.co.ao (23 outlets)
- Fresmart (24 outlets)
- Maxi Cash & Carry - https://www.maxi.co.ao (11 outlets)
- Casa dos Frescos - https://www.casadosfrescos.com (12 outlets)

- Kero Hypermarket (10 outlets)
- Candando (5 outlets)
- InterMarket - https://intermarket.co.ao (5 outlets)
- Alimenta Angola Cash & Carry - https://www.alimentaangola.co.ao (4 outlets)

Import Procedures (Flow Chart):
Below is a simplified flow chart of the import clearance process for food and agricultural products in Angola:

Exporter (U.S. Supplier)

↓

Local Importer / Distributor in Angola

↓

Obtain Import Permit (if required)
from Ministry of Agriculture and Forestry

↓

Apply for "Unique Document" Authorization
from Ministry of Industry and Commerce

↓

Prepare Customs Documentation:
- Bill of entry
- Customs worksheet
- Commercial invoice
- Transportation documents
- Certificate of origin
- Special certificates (if needed)

↓

Customs Clearance at Port of Entry
(Random inspections and labeling checks)

↓

Portuguese Labeling Applied
(if not pre-labeled, stickering before sale allowed)

↓

Distribution:
→ Supermarkets & Hypermarkets
→ Cash & Carry outlets
→ Informal markets & smaller grocers

Distribution Channels

- Formal Retail: Large supermarkets, hypermarkets, and cash-and-carry outlets dominate urban areas.
- Informal Retail: "Cantinas" and open-air markets remain essential for daily shopping, especially outside Luanda.
- Institutional Buyers: Oil and mining companies procure bulk foods for workers, offering consistent demand.

Share of Major Segments in the Retail Industry

- Formal retail: Approximately 70 percent of agricultural product sales take place in urban centers, of which just under half are in formal retail outlets. For Angola as a whole, 20-30 percent of food retail is in the formal sector.
- Informal retail: Critical in peri-urban and rural areas due to accessibility and affordability, accounting for around 70 percent of total sales.
- Consumer demographics: High-income urban households and expatriates drive demand for premium imports; most consumers remain highly price sensitive.

Sector Trends

- Rapid expansion of supermarkets and modern retail chains in Luanda.
- Growing consumer sophistication with demand for frozen goods, variety, and international brands.
- Continued price sensitivity, with strong demand for bulk frozen poultry and staples.
- Intense competition from Brazil, the EU, and South Africa, who benefit from proximity and lower logistics costs.
- Emerging opportunities in food processing, sauces, premium meats, rice, beverages, and specialty products.

Section 3: Competition

Angola continues to rely heavily on food imports, with total agricultural and food imports reaching $2.1 billion in 2024, up 19 percent from the previous year. Of this, $870 million was consumer-oriented products, for which the United States ranked as the third largest supplier at 16 percent (approximately $136 million). Poultry is the leading U.S. export at more than $135 million in 2024, making Angola the largest African market for U.S. poultry and the ninth largest worldwide.

Despite these gains, U.S. exporters face strong competition. In all food and agricultural products, the EU dominates with a market share of 33.9 percent, supplying nearly $693 million in 2024. Brazil follows with 16.6 percent (about $340 million), and India is also a significant player at 8.3 percent. The U.S. share is 6.7 percent ($137 million), ahead of Malaysia, Thailand, and Indonesia.

Section 4: Best Product Prospects

FAS research and analysis indicates there may be market opportunities for a variety of U.S. consumer-oriented exports to Angola. Middle- and high-income consumers, especially in the capital, Luanda, are looking for quality imported goods. While the EU has a large market share in this category and some advantages when it comes to transportation logistics, education of consumers and retailers, as well as building relationships with importers and distributors, could go a long way to raise demand for U.S. products. FAS Luanda has identified the following consumer-oriented product categories with the most potential for U.S. exports: poultry, beef, pork, rice, soy and vegetable oil, sauces and condiments, distilled spirits, wine and snacks.

Table 1: Top Sources for Consumer-Oriented Products Imported from the World

<table>
<tr><th rowspan="2">Country</th><th rowspan="2">Top Product Category by Country in 2024</th><th colspan="3">Value (USD)</th></tr>
<tr><th>2022</th><th>2023</th><th>2024</th></tr>
<tr><td rowspan="3">European Union</td><td>Dairy Products: 25%</td><td rowspan="3">406,811,033</td><td rowspan="3">335,760,957</td><td rowspan="3">317,375,178</td></tr>
<tr><td>Wine / Related products: 17%</td></tr>
<tr><td>Soup / Other food preparations: 9%</td></tr>
<tr><td rowspan="3">Brazil</td><td>Poultry meat and products: 48%</td><td rowspan="3">266,137,626</td><td rowspan="3">171,641,757</td><td rowspan="3">201,384,144</td></tr>
<tr><td>Pork / Pork products: 20%</td></tr>
<tr><td>Beef / Beef products: 15%</td></tr>
<tr><td rowspan="3">United States</td><td>Poultry meat and products: 99%</td><td rowspan="3">236,130,971</td><td rowspan="3">117,102,789</td><td rowspan="3">136,236,247</td></tr>
<tr><td>Beef / Beef products: 0.3%</td></tr>
<tr><td>Pork / Pork products: 0.2%</td></tr>
<tr><td rowspan="3">South Africa</td><td>Fresh fruit: 14%</td><td rowspan="3">48,739,493</td><td rowspan="3">38,126,286</td><td rowspan="3">39,388,175</td></tr>
<tr><td>Dairy products: 12%</td></tr>
<tr><td>Fresh vegetables: 10%</td></tr>
</table>

Turkey	Soup / Other food preparations: **35%**	42,012,900	27,251,237	38,976,863
	Poultry meat and products: **20%**			
China	Processed vegetables: **36%**	28,958,698	24,623,536	34,567,984
	Fresh vegetables: **20%**			
	Poultry meat and products: **16%**			

Source: FAS Luanda with data from Trade Data Monitor

Table 2: Top 10 Consumer-Oriented Products Imported from the United States

Product Description	Value (USD)		
	2022	**2023**	**2024**
Chicken Cuts, Frozen	230,160,622	114,026,426	132,301,081
Meat and Edible Offal of Chickens (Not Cut in Pieces), Frozen	1,005,603	77,442	2,329,779
Livers of Bovine Animals (Edible), Frozen	1,972,386	889,256	451,536
Turkey Cuts and Edible Offal (Including Liver), Frozen	848,848	284,470	197,320
Rice in the Husk (paddy or rough)	20,625	145,114	162,300
Food Preparations Nesoi	243,739	595,617	145,932
Meat of Swine Nesoi, Frozen	191,581	213,185	202,500

Source: Trade Data Monitor

Table 3: Products Present in Market with Good Sales Potential

Product Category	2024 Total Imports	FAS Luanda’s Analysis
Poultry and Poultry Products	$277 million	Poultry is the staple animal protein for most Angolan consumers. The country has been a reliable export market for U.S. poultry for years, mainly chicken leg quarters. Brazil is the largest competition to the United States for poultry exports to Angola.
Beef and Beef Products	$60 million	Beef liver has been one of the largest U.S. export categories for Angola, but FAS sees additional opportunities for marketing muscle cuts such as ribeye and tomahawk to hotels and restaurants catering to higher

		income residents and visitors in Luanda. The largest beef suppliers to Angola are Brazil, the EU, and Paraguay.
Pork and Pork Products	$54 million	Most of Angola's pork imports come from the EU and Brazil, but FAS sees an opportunity for U.S. suppliers to compete for market share by marketing high-end cuts to restaurants and retailers in Luanda that cater to higher-income consumers.
Rice	$242 million	Rice is a staple food in Angola, and while the largest suppliers are Asian countries (India, Thailand, and Myanmar), FAS sees market opportunities for specialty rice varieties in consumer-ready one-kilogram packs. Middle- and high-income consumers are willing to pay more for high-quality specialty and aromatic varieties such as sushi rice.
Soy and Vegetable Oil	$226 million	FAS sees export opportunities for soy and vegetable oil in bulk to Angola (to be portioned into consumer-oriented packaging in country). Cooking oil (including palm oil) is a staple for almost all homes in Angola, but the country lacks infrastructure for crushing oilseeds, so bulk oil imports are common. The largest suppliers in the category are the EU, Brazil, Paraguay, and Indonesia.
Sauces and Condiments	$12 million	High-end grocery stores in Luanda feature a wide variety of imported sauces and condiments, and FAS Luanda sees opportunities to increase U.S. market share in this category. Currently, the largest suppliers in this category are the EU and China.
Distilled Spirits	$12 million	While Angola does produce gin locally (from potatoes and baobab fruit), most distilled spirits are imported. Some U.S. whiskeys are present in the market, but they were likely transshipped through other markets, as the volumes are not reflected in the trade data. The leading suppliers in this category are the UK, EU, and South Africa. FAS sees market opportunities especially for American bourbons for sale to middle- and high-income consumers, as well as restaurants and hotels in Luanda.
Wine	$55 million	Most wine is imported to Angola from the EU (especially Portugal) and South Africa. These suppliers have the advantage of lower transportation costs. However, Post sees niche market opportunities to reach middle- and high-income consumers and expats in Luanda through restaurants, hotels, and upscale retailers in the capital. Education of consumers and restaurant/retail owners may be needed to make them aware of the high quality of U.S. wines. Angolan consumers typically prefer red wines, and FAS Luanda's analysis indicated Pinot Noir may be particularly appealing to local palates.

Products Not Present in Market with Good Sales Potential
Some products with good sales potential in Angola are not yet widely available in the market could include specialty dairy items, processed meats, ready-to-eat meals, cereals, frozen foods and healthy snacks. Growing urban demand, especially in Luanda, creates opportunities for these products.

Products Not Present in Market due to Significant Barriers
Some products are not found in Angola because of barriers like high taxes, strict import rules, and weak storage systems. Fresh pork, some dairy products, Genetically Engineered foods, and specialty drinks are hard to bring in, even though people would buy them if available.

Section 5: Key Contacts and Further Information

Additional Useful Resources:

Ministry of Agriculture and Forestry
Address: Largo António Jacinto, Ministério da Agricultura e Florestas, Luanda, Angola

Ministry of Industry and Commerce
http://www.mindcom.gov.ao/
Adress: Largo 17 de Setembro n 7, Palácio de Vidro, Luanda, Angola

Commercial Representative of Angola in the United States (Agency of the Ministry of Industry and Commerce)
1317 F Street. NW. #450
Washington, DC, 20004
Phone. (+1) 202-783-4740
Fax. (+1) 202-783-4743
info@angola.org
https://angola.org/

U.S.-Angola Chamber of Commerce
U.S. Office
1100 17th Street, NW Suite 1000 Washington, D.C. 20036
Phone: (+1) 202-857-0789
Fax: (+1) 202-223-0551
contactus@us-angola.org

AMCHAM Angola
Avenida Mortala Mohamed
Ilha de Luanda; Largo do Pescador nr 7, Luanda, Angola
Phone: +244 942 544 944
Email: amchamangola@amchamangola.org

FAS Southern Africa:

Foreign Agricultural Service (FAS Luanda)
U.S. Embassy Luanda
Rua Huari Boumedienne, #32
Miramar, Luanda, Angola
Tel: (+244) 222-641-058
E-mail: Ricardo.Dias@usda.gov

Office of Agricultural Affairs (FAS Pretoria)
U.S. Embassy Pretoria
877 Pretorius Street
Pretoria, South Africa 0001
Tel: (+27) 12-431-4057
E-mail: AgPretoria@usda.gov

Attachments:

No Attachments