Fernando is a 23-year old student at one of the top universities in Luanda, Angola’s capital city. In between classes, Fernando quickly searches a website on his mobile phone and picks up a newspaper in Portuguese, Angola’s national language. According to Nielsen, print and online penetration in Angola is almost twice that recorded in other Sub-Saharan African countries surveyed, driven primarily by Trendy Aspirants like Fernando who are young, affluent and media savvy. As Angola’s largest consumer segment, Trendy Aspirants comprise 39 percent of Angolan respondents compared to 21 percent across other Sub-Saharan countries.

Three consumer segments account for 77 percent of Angolan survey respondents: Trendy Aspirants, Evolving Juniors and Balanced Seniors.

- Trendy Aspirants (39%) like Fernando are opinion leaders about technology and gadgets and are open to impulse buying. This group offers good opportunity for brand growth.
- Evolving Juniors (21%) are typically teenage students. They are very brand loyal, but also interested in trying new products. Actively interacting with this group to drive familiarity can establish effective market position as these consumers mature into adults.
- Balanced Seniors (17%) tend to be middle aged householders. They have low brand loyalty and are willing to try new brands, provided they are affordable.

According to Nielsen, joint families are more common in Angola than in other Sub-Saharan African countries surveyed and spending time with family is the most dominant attitude. Therefore, marketing themes centered on family will resonate strongly with Angolan consumers. Angolan respondents also believe that a woman’s opinion is very important in household matters. Advertisements that portray women as decision makers may also strike a chord with Angolans.

Country Profile

- Six of ten Angolans are under the age of 20 and six in ten also live in urban areas.
- Angola’s GDP per capita is over $4,400 USD which is three times that for Africa.
- The value of Angola’s imported goods and services is equal in amount to 44% of its GDP, leading to high prices and high cost of living.

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ANGOLA

Nielsen identified seven consumer segments based on a face to face survey of 5,000 respondents across Nigeria, Ethiopia, Uganda, Kenya, Tanzania, Zambia and DRC. Variables used were: attitudes, age, socio-economic class, education level, and mobile and media usage. The family theme reverberates strongly across all groups, as does affordability and trusting the same brand. However, segments vary in terms of other purchase drivers and media consumption.

<table>
<thead>
<tr>
<th>Trendy Aspirants</th>
<th>39%</th>
<th>15-29 years, single, largely male, middle SEC, urban</th>
<th>Educated up to secondary school and above. Modern in terms of fashion, technology, and willingness to try new products.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balanced Seniors</td>
<td>17%</td>
<td>20-45 years, married with children, across all SEC</td>
<td>Studied secondary school and above. Traditional, family-oriented and religious. Buy based on affordability and recommendation.</td>
</tr>
<tr>
<td>Wannabe Bachelors</td>
<td>9%</td>
<td>20-34 years, male, middle to low SEC, single, peri-urban</td>
<td>Educated up to secondary school. Mix of blue collar and supervisor level jobs. Influenced by good packaging and advertising.</td>
</tr>
<tr>
<td>Progressive Affluents</td>
<td>9%</td>
<td>30-45 years, married with children, higher SEC, urban</td>
<td>Well educated, and employed in managerial jobs. Willing to try new things and pay for quality. Family is important but also tends to be very individualistic. High consumption of media.</td>
</tr>
<tr>
<td>Female Conservatives*</td>
<td>3%</td>
<td>15-29 years, married, lower SEC, peri-urban</td>
<td>Studied up to secondary level. Traditions and family values are important. Not brand conscious. Keen to keep up with fashion and try new products.</td>
</tr>
<tr>
<td>Struggling Traditions*</td>
<td>2%</td>
<td>30-45 years, married with children, lower SEC, peri-urban</td>
<td>Low levels of education - secondary school and below. Rooted in family, traditions and religion. Prime concerns are affordability and availability. Not brand conscious.</td>
</tr>
</tbody>
</table>

* small sample size

**BUY**

Food and grocery purchases account for almost half of monthly household spending among survey respondents. Beverages, dairy products and cooking aids are the most popular foods categories. Led by basic oral care and skin care products, the personal care category accounts for a tenth of monthly household spending and has higher penetration compared to household products. Forty-five percent of survey respondents shop at cantinas/general stores, while forty percent shop at supermarkets and/or mini markets. Familiarity and brand loyalty are key purchase considerations, but survey respondents, especially Evolving Juniors and Balanced Seniors, are keen to try new products. Beverages, driven primarily by iced tea, stand out as a high opportunity area.

**WATCH**

Among those surveyed, virtually every home has a color TV making it the most popular medium in Angola. Radio follows closely behind TV. Government-owned TV and radio stations are very popular and football is the preferred content. Virtually all survey respondents use a mobile phone, making it a platform as widespread as the TV and the radio. However, it is typically used for basic services like text messaging, limiting its use as an advertising medium. Survey results indicate that eight of ten heads of households have completed secondary school and/or beyond, leading to high print media penetration in Angola. Both print and online penetration among Angolan survey respondents are almost twice that recorded in other Sub-Saharan countries surveyed.

**OPORTUNITY**

With a population of 19 million, Angola offers great promise and opportunity for launching new products. Its high GDP per capita and its young urban population are critical factors for growth.

To successfully launch new products in Angola, marketers need to understand not just the dominant and affluent Trendy Aspirants, but also the needs and desires of all segments in Angola. Angolans are very family oriented and using this theme in communication will help drive consumer engagement. To reach media-savvy Angolans, utilize a media mix strategy that includes TV, radio and print. Most importantly, build brand loyalty and familiarity to gain and retain Angolan customers.

Sources:
2. The World Bank: Africa Development Indicators: World Bank staff estimates from various sources including census reports, the United Nations Population Division’s World Population Prospects, national statistical offices, household surveys conducted by national agencies, and Macro International.

All other numbers quoted are from the Emerging Markets Insight Survey, 2012 conducted in urban settlements in Angola (Luanda, Lubango, Benguela and Huambo). Other Sub-Saharan countries surveyed are Nigeria, Ethiopia, Uganda, Kenya, Tanzania, Zambia, and DRC.

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