



Euromonitor
International

Oral Care in the US

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Value declines driven by price-sensitive consumers and a desire for multifunctional products
Colgate-Palmolive Co and The Procter & Gamble Co lead oral care, while Church & Dwight Co Inc drives growth
Ingredient-led categories driving innovation in naturals and gut health support

PROSPECTS AND OPPORTUNITIES

Awareness of gum disease fuels innovation
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Beauty and Personal Care in the US - Industry Overview

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DISCLAIMER

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