



Euromonitor
International

Oral Care in Italy

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Oral Care

INDUSTRY PERFORMANCE

Clean and Targeted Formulations Support Growth in Oral Care

Chart 2 - Curaprox Launches Perio Plus Zero Mouthwash for Sensitive Mouths

Prevention and Longevity Reframe Oral Care as a Long-Term Health Behaviour

Chart 3 - Oral-B Positioning Oral Care as a Lifelong Health Habit for Adults and Kids

Whitening Extends Oral Care into Beauty and Self-Expression

Chart 4 - Mentadent White Now 3 in 1 Brings Whitening into Gen Z Beauty Routines

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Ageing Population Is Expected to Drive Demand for Specialised Oral Care

Prevention and Clean Formulations Are Projected to Sustain Demand

Economic Polarisation Is Expected to Reshape Purchasing Behaviour

Chart 8 - Analyst Insight for Oral Care

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Positions through Regimen Breadth and Prevention Positioning

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Health and Personal Care Stores Lead Distribution as Retail E-Commerce Claims a Growing Strategic Role

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Oral Care

Chart 15 - Real GDP Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Oral Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Italy - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Selective Spending and Value Prioritisation Sustain Growth in Beauty and Personal Care

Chart 22 - L'Oréal Paris Implements Collagen Free From Animal Origin

Pro-Age and Inside-Out Wellness Reshape Anti-Ageing across Demographics

Chart 23 - Caudalie Renovates the Premier Cru Line as Anti-Ager in the Long Run

Lifestyle-Driven Formats Extend Beauty into Everyday Routines

Chart 24 - Sauber Reframes Deodorants for Sport and Intense Daily Rhythms

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

WHAT'S NEXT?

Value-Led Premiumisation and Streamlined Routines Forecast to Sustain Growth

Chart 28 - Analyst Insight for Beauty and Personal Care

Science-Driven Personalisation Set to Redefine Consumer Engagement

Clean and Traceable Credentials Projected to Become a Baseline Requirement

Chart 29 - Forecast Value Sales 2020-2030

Chart 30 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Reinforce Positions through Scale and Credibility

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead on Value as E-Commerce and TikTok Shop Accelerate Growth

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real GDP Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - 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/oral-care-in-italy/report.