



Oral Care in Poland

May 2025

Table of Contents

Oral Care in Poland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Innovation in wellness drives growth in oral care in 2024
Both legacy leaders and upstarts in the category benefit from health trends
Ongoing channel diversification in oral care

PROSPECTS AND OPPORTUNITIES

Preventative care set to become a key growth driver over the forecast period
Battery toothbrushes will boost replacement head sales
Private label will continue gaining trust and category share

CATEGORY DATA

Table 1 - Sales of Oral Care by Category: Value 2019-2024
Table 2 - Sales of Oral Care by Category: % Value Growth 2019-2024
Table 3 - Sales of Toothbrushes by Category: Value 2019-2024
Table 4 - Sales of Toothbrushes by Category: % Value Growth 2019-2024
Table 5 - Sales of Toothpaste by Type: % Value Breakdown 2020-2024
Table 6 - NBO Company Shares of Oral Care: % Value 2020-2024
Table 7 - LBN Brand Shares of Oral Care: % Value 2021-2024
Table 8 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2021-2024
Table 9 - LBN Brand Shares of Toothpaste: % Value 2021-2024
Table 10 - Forecast Sales of Oral Care by Category: Value 2024-2029
Table 11 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029
Table 12 - Forecast Sales of Toothbrushes by Category: Value 2024-2029
Table 13 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

Beauty and Personal Care in Poland - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for beauty and personal care?

MARKET DATA

Table 14 - Sales of Beauty and Personal Care by Category: Value 2019-2024
Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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-poland/report.