



Euromonitor
International

Oral Care in Austria

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Oral Care Sales Accelerate, Driven by Premiumisation and Innovation

Toothpaste Leads with Innovation in Multi-Benefit Formulations, Boosting Sales

Chart 1 - Biorepair's Multiple Ingredients Meet High Performance Expectations

Glaxosmithkline'S Parodontax Launches Set New Standards in Gum Care Protection

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Drive Growth with Demand for Personalised and Effective Oral Care

Toothpaste Set to Remain Significant, with Whitening and Multi-Benefit Innovations Boosting Value

Ingredient Transparency and Whitening Trends Anticipated to Reshape Product Innovation and Competition

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Positions through Trusted Brands and Innovation

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Health and Personal Care Stores and Supermarkets Dominate with Strong Value Sales

Quick Commerce Partnerships Accelerate Retail E-Commerce Growth in Oral Care

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Oral Care

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Oral Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Beauty and Personal Care Sales Outpace Regional Growth with Steady Value Increases

Skin Care Leads Value Sales, Supported by Innovation and Consumer Demand for Efficacy

Chart 18 - Weleda Launches Skin Drops Line

Henkel Capitalises on Longevity Trend with Science-Backed Personalised Launch

Chart 19 - Gliss Full Hair Magic-Line Meets Personalised Hair Care

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Expected to Be Driven by Affordability

Skin Care Set to Lead Value Sales, While Colour Cosmetics Experiences the Fastest Growth

Innovation, Transparency and Sustainability Anticipated to Drive Competitive Advantage

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Österreich GmbH and Beiersdorf GmbH Strengthen Leadership Amid Rising Competitive Pressures

Chart 25 - Analyst Insight for Beauty and Personal Care

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Health and Personal Care Stores Maintain Leadership through Unique Value Propositions

Quick Commerce Partnerships Accelerate E-Commerce Growth and Consumer Convenience

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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-austria/report.