



Oral Care in Singapore

May 2025

Table of Contents

Oral Care in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing adoption of power toothbrushes
Strong established brands, along with emerging contenders
Multi-channel distribution, especially for power toothbrushes

PROSPECTS AND OPPORTUNITIES

Sustained growth in the adoption of electric toothbrushes
Opportunities for new entrants and product differentiation
Driving innovation in products and messaging

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 Singapore - 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

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