



**Euromonitor
International**

Colgate-Palmolive Co in Beauty and Personal Care

August 2025

INTRODUCTION

Executive summary

STATE OF PLAY

Top companies at a glance

Colgate-Palmolive's global footprint

Mexico overtakes China to become Colgate-Palmolive's number three market

Market momentum drives growth over 2021-2024

Most recent acquisitions have been in Pet Nutrition rather than Oral or Personal Care

Developed and emerging markets hold relatively similar shares in group sales

EXPOSURE TO FUTURE GROWTH

Oral care will dominate Colgate-Palmolive's new sales over 2024-2027

No movement expected among the top five beauty and personal care players

Colgate-Palmolive unveils AI-enabled oral health tool to improve dental hygiene

COMPETITIVE POSITIONING

L'Oréal strengthens its lead as other players recalibrate amid softening demand

Unilever and Procter & Gamble are Colgate-Palmolive's closest BPC competitors

Key categories and markets

Key brands

ORAL CARE

Asia Pacific remains Colgate-Palmolive's biggest regional oral care market

Toothpaste the major revenue generator for Colgate-Palmolive

India offers major untapped potential

BATH AND SHOWER

Middle East and Africa is Colgate-Palmolive's most dynamic region in 2019-2024

Bar soap remains very popular in key Latin American markets

US to generate most new bath and shower sales for Colgate -Palmolive

AI-inspired Palmolive Aroma Essence Shower Gels new product launch

KEY FINDINGS

Key summary

APPENDIX

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

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