



Euromonitor
International

Oral Care in Lebanon

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

- Premium Retail Boosts Value Growth Amid Economic Recovery
- Toothpaste Leads Value Sales While Mouth Fresheners Show Rapid Expansion
- Skin Society and Sensodyne Drive Wellness and Longevity Trends with Premium Innovations
- Chart 1 - Sensodyne Clinical Repair Toothpaste
- Chart 2 - Value Sales 2020-2030
- Chart 3 - Volume Sales 2020-2030
- Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

- Lebanese Consumers Drive Growth through Premium and Clinical Oral Health Products
- Pharmacies and Boutiques Capture Rising Demand for Premium Oral Wellness Tools
- Age-Proofing and Ingredient Transparency Reshape Product Development and Marketing Strategies
- Chart 5 - Forecast Value Sales 2020-2030
- Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

- Colgate-Palmolive and Procter & Gamble Consolidate Leadership Amid Steady Share Shifts
- Chart 7 - Company Shares 2025
- Chart 8 - Brand Shares 2025

CHANNELS

- Supermarkets Lead Retail Channels as Pharmacies Gain Share in Oral Care
- Retail E-Commerce Gains Traction with Lifestyle and Premium Oral Care Products
- 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 Lebanon - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Lebanese Consumers Embrace Digital and Science-Backed Products Amid Economic Volatility

Colour Cosmetics and Hair Care Lead in Value

Skin Society'S Wellness Hub Exemplifies Lifestyle Driven Beauty Reshaping Premium Care

Chart 17 - Beesline'S Holistic Barrier Repair Range

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Growth with Local Pride and Evolving Preferences

Innovation and Sustainability Shape Consumer Expectations and Product Development

Local Brands and E-Commerce Unlock New Growth Avenues Amid Evolving Retail Landscape

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Global Players Consolidate Market Lead

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Small Local Grocers and Supermarkets Lead While E-Commerce Surges in Retail Value

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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.

