



Oral Care in the Czech Republic

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value sales maintain a positive performance, while volume also returns to positive figures
Global players maintain their leading positions due to consumers preferring trusted brands
Oral care sales are split between grocery and non-grocery retailers

PROSPECTS AND OPPORTUNITIES

Oral care offers only small potential to grow
Therapeutic products to maintain traction
E-commerce will maintain its appeal, albeit with growth rather limited in oral care

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 the Czech Republic - 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

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SOURCES

Summary 1 - Research Sources

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