



Oral Care in Peru

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Oral care benefits from being an essential item, while tooth whiteners drive interest
Colgate-Palmolive Perú SA continues to lead due to the strength of Colgate and Kolynos
Small local grocers is the dominant channel, thanks to proximity, and personal services

PROSPECTS AND OPPORTUNITIES

The improved penetration of lesser-used products is expected to drive value growth
Promoting preventive oral health care will support growth across the forecast period
A growing trend towards teeth whitening will drive the use of whitening toothpastes and tooth whiteners

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Beauty and Personal Care in Peru - Industry Overview

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DISCLAIMER

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