

Oral Care in Croatia

May 2025

Table of Contents

Oral Care in Croatia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Oral care benefits from essential demand and new developments GlaxoSmithKline maintains its leading company place thanks to overall strength of its brands Health and beauty specialists remain the leaders in distribution

PROSPECTS AND OPPORTUNITIES

Oral care will continue to benefit from its essential nature and frequent use Technology will drive new developments in modern toothbrushes Smart technology expected to gradually enter 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 - Forecast Sales of Oral Care by Category: Value 2024-2029
Table 9 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029
Table 10 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

Beauty and Personal Care in Croatia - 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 12 - Sales of Beauty and Personal Care by Category: Value 2019-2024
Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
Table 19 - Distribution of Beauty and Personal Care by Category: % Value 2024
Table 20 - Forecast Sales of Beauty and Personal Care by Category: % Value 2024-2029
Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/oral-care-in-croatia/report.