

# Oral Care in Chile

May 2025

**Table of Contents** 

## Oral Care in Chile - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Rising consumer awareness boosts demand for specialist oral care brands Colgate-Palmolive maintains lead, while Procter & Gamble records strong growth

Pharmacies remains the specialist channel for oral care

## PROSPECTS AND OPPORTUNITIES

Specialist oral care brands to boost value growth over forecast period Future growth in oral health awareness with Pepsodent's nationwide initiative

Power toothbrushes to lead Chile's oral care evolution

#### **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 Chile - 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

# **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 focusing 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-chile/report.