



Oral Care in the United Kingdom

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growth in oral care driven by unit price
- Leading brand puts in strong performance
- Convenience and price lead consumer decisions about channels

PROSPECTS AND OPPORTUNITIES

- Value to stabilise due to essential re-purchasing
- Sustainability to become more important consideration for consumers
- Technology boosts performance of oral care products

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 United Kingdom - 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 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-the-united-kingdom/report.