



# Oral Care in Hong Kong, China

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Over half of Hong Kong's adult population believed to experience sensitive teeth  
Colgate-Palmolive retains leadership of oral care while expanding target audience  
Supermarkets dominates, but health and personal care stores leads innovation

PROSPECTS AND OPPORTUNITIES

High prevalence of oral health issues set to drive future demand  
Greater focus on sustainability within oral care  
Hong Kong government's Oral Health Action Plan likely to spur category's growth

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 Hong Kong, China - 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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