



Oral Care in North Macedonia

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Toothpaste drives sales as an essential product, while tooth whiteners gain ground
Colgate-Palmolive Co retains its lead through Colgate, while innovating during 2024
Supermarkets lead distribution while retail e-commerce records a strong uplift in share

PROSPECTS AND OPPORTUNITIES

Premiumisation, innovation and denture care are expected to drive growth
Innovation is expected to focus on sustainability, natural ingredients and on-the-go products
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Beauty and Personal Care in North Macedonia - Industry Overview

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DISCLAIMER

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