



Euromonitor
International

Oral Care in Poland

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Oral Care

INDUSTRY PERFORMANCE

Premium Oral Care Products Drive Value Growth Amid Stable Population

Toothpaste Leads in Value, Driven by Whitening Demand and Social Media Influence

Chart 2 - Marvis Amplifies Visibility through Social Media Content

Natural Actives Shape Oral Care Innovation and Visibility

Chart 3 - Himalaya Pro+ Vitamin C White Brings Skin Care Actives into Herbal Toothpaste

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Polish Consumers Expected to Elevate Spending on Premium Oral Care Products

Consumer Demand Anticipated to Favour Natural, Wellness-Focused Ingredients and Preventative Oral Care

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Colgate-Palmolive and Procter & Gamble Reinforce Dominance Amid Shifting Shares

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance Driven by Everyday Purchase Habits

E-Commerce Surges as Consumers Prioritise Convenience and Discovery

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Oral Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Oral Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Poland - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Rising Incomes and Informed Consumers Drive Value Growth and Premiumisation

Skin Intellectualism Gains Traction as Consumers Become More Ingredient-Literate

Chart 20 - Resibo Launches Hybrid Ampoule Treatment for Facial Care

Polish Brands Leverage Lifestyle Trends to Engage Consumers and Boost Growth

Chart 21 - Fluff Launches Cosmetic Blind Boxes at Rossmann

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Adopt Ai and Selective Premiumisation to Drive Growth

Skin Care Set to Continue Leading in Value While Premium and Korean Brands Reshape Competition

Brands Anticipated to Expand Advisory Roles and Hybrid Formulations to Enhance Consumer Loyalty in Polarised Market

Chart 25 - Analyst Insight for Beauty and Personal Care

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Position Amid Intensifying Competition

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Physical Retail as Discounters Maintain Share

Innovative Retail Concepts Enhance Consumer Engagement through Personalised Experiences

Retail E-Commerce Expands Rapidly, Driving Discovery and Niche Brand Access

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Beauty and Personal Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Beauty and Personal Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-poland/report.