



Euromonitor
International

Oral Care in Pakistan

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Health Awareness and Urbanisation
Toothpaste Leads Sales While Toothbrushes See Notable Value Growth
Digital Campaigns Boost Brand Presence and Consumer Education
Chart 1 - Colgate Continues Campaign
Chart 2 - Value Sales 2020-2030
Chart 3 - Volume Sales 2020-2030
Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Urban and Health-Conscious Consumers to Drive Oral Care Growth
Digital Platforms and Education to Empower Consumers and Expand Product Reach
Chart 5 - Forecast Value Sales 2020-2030
Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Colgate-Palmolive Ltd Maintains Leadership Position through Strategic Positioning
Chart 7 - Company Shares 2025
Chart 8 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Lead as Supermarkets and Hypermarkets Expand
Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Oral Care
Chart 11 - Real Gdp Growth 2020-2030
Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Oral Care
Chart 14 - Population 2020-2030
Chart 15 - Consumer Expenditure 2020-2030
Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Pakistan - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Value Growth Persists Despite Moderate Volume Amid Economic Challenges

Chart 18 - SLS Basics

Herbal and Necessity-Led Products Drive Growth and Consumer Loyalty

Chart 19 - Hemani Herbal Expands

Digital Commerce and Lifestyle Trends Boost Premium Brand Presence

Chart 20 - Organic Traveller Skin- First Formulas

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Urbanisation and Workforce Shifts to Drive Steady Industry Expansion

Fragrances to Accelerate as Consumers Seek Value and Local Authenticity

Digital Engagement and Dermatologist-Backed Innovation to Reshape Consumer Choices

Chart 24 - Analyst Insight for Beauty and Personal Care

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Sustain Leadership Amid Rising Local Competition

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Drive Urban Growth with Omnichannel Strategies

E-Commerce Growth Amid Rising Digital Penetration and Omnichannel Adoption

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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-pakistan/report.