



Euromonitor
International

Oral Care in Egypt

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Rising Preventive Care Awareness and Innovation Push Value Growth

Toothpaste Dominates Value as Dental Floss Sees Dynamic Growth

Egyptian Brands Champion Preventive Care with Playful, Clean Innovations

Chart 1 - Naydin Focuses on High-Performance Oral Care

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Consumers Expected to Embrace At-Home Whitening and Multifunctional Oral Care Products to Simplify Routines

Eco-Conscious and Wellness Trends Reshape Product Innovation and Business Strategies among Manufacturers

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Dominance through Broad Portfolios and Trusted Brands

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Grocery Retailers Leverage Broad Reach and Price-Conscious Appeal to Secure Growth

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 Egypt - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Sustained Growth Driven by Consumer Adaptation and Premium Brand Resurgence
Mass Market Embraces Heritage-Inspired Wellness as Cultural Pride Elevates Demand
K-Beauty Routines Reshape Local Retailers
Chart 18 - Cosrx's Snail Mucin Range Gains in Popularity
Ai-Powered Personalised Beauty Tools Transform Shopping Experience and Loyalty
Chart 19 - Source Beauty Launches Layla Ai
Chart 20 - Value Sales 2020-2030
Chart 21 - Volume Sales 2020-2030
Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Local Brands Expected to Innovate to Address Unique Environmental Challenges and Consumer Expectations
Mass Essentials to Drive Sales While Premiumisation Fuels Rapid Growth
Chart 23 - Analyst Insight for Beauty and Personal Care
Sustainability and Digital Engagement to Reshape Consumer Behaviour and Business Models
Chart 24 - Forecast Value Sales 2020-2030
Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Procter & Gamble Sustain Leading Positions through Diverse Portfolios and Affordability
Premium Brands Strengthen Appeal Amid Currency Challenges through Innovation and Engagement
Chart 26 - Company Shares 2025
Chart 27 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Expand to Capture Affluent Consumers Seeking Expert Advice
Retail Environment Shifts to Experiential Shopping and Digital Innovation for Consumer Engagement
Retail E-Commerce Gains Ground with Convenience, Variety and Ai-Driven Personalisation
Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care
Chart 30 - Real Gdp Growth 2020-2030
Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care
Chart 33 - Population 2020-2030
Chart 34 - Consumer Expenditure 2020-2030
Chart 35 - 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-egypt/report.