



Oral Care in Portugal

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Innovation and Preventative Health Focus among Premium Brands

Chart 1 - Sensodyne Releases New Toothpaste Combining Whitening And Therapeutic Benefits

Toothpaste Leads Value Sales While Dental Floss Shows Fastest Growth

New Oral Care Launches Exemplify Premium Therapeutic Innovation Trend

Chart 2 - Jordan Releases New Electric Toothbrush Designed For Kids

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Portuguese Consumers to Adopt Advanced Oral Health Practices Amid Steady Economic Growth

Toothpaste to Sustain Dominance While Tooth Whiteners Lead Value Growth

Chart 6 - Isdin Delivers Technical Sophistication

Pharmacies and Sustainability Trends to Reshape Premium Oral Care Landscape

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Manufacturers Reinforce Lead Amid Steady Market Concentration

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets Dominate While Health and Beauty Specialists Expand Premium Reach

Online Retail Growth Driven by Premium Product Demand and Consumer Research Habits

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 Portugal - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Portuguese Consumer Sophistication and Market Polarisation Shape Growth Dynamics

Chart 20 - Targeted Skincare Innovation: Diadermine's Lift + Derma Protect Vitamin D Range

Skin Care Leads Value with Colour Cosmetics Accelerating Innovation and Demand

Chart 21 - Sustainability In Practice: O Boticário Releases Boti Recicla In Portugal

O Boticário'S Circular Economy Initiative Boosts Sustainability Engagement

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Scientific Innovation and Consumer Sophistication to Fuel Sustained Growth

Digital Personalisation and Trust-Based Claims to Reshape Consumer Engagement

Chart 25 - Analyst Insight for Beauty and Personal Care

Sustainability and Science-Led Innovation to Drive Premiumisation and Market Differentiation

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Manufacturers Leverage Portfolio Diversity and Innovation to Sustain Lead

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Specialised Health and Beauty Stores Gain Ground as Grocery Retailers Lose Share

Chart 30 - Wells Opens The Largest Beauty Store In The Country

E-Commerce Growth Reshapes Product Access and Consumer Convenience

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Beauty and Personal Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Beauty and Personal Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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-portugal/report.