



Euromonitor
International

Oral Care in Bosnia and Herzegovina

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Steady Growth in Retail Sales Driven by Health-Conscious Consumers and Innovation

Toothpaste Leads Volume Sales While Dental Floss Shows Notable Value Growth

Leading Brands Innovate with Natural Ingredients and Lifestyle-Inspired Formats

Chart 1 - Carbon-Enriched Lacalut Black & White Toothpaste Whitens

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Increase Spending Despite Population Decline and Inflation Pressures

Toothpaste Volume and Dental Floss Growth to Be Driven by Premiumisation

Brands to Leverage Natural Ingredients and Tech Innovation to Meet Evolving Consumer Demands

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Colgate-Palmolive Consolidates Leadership through Brand Strength and Innovation

Dm-Drogerie Markt Strengthens Position through Private Label Quality and Affordability

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Offline Sales as Online Channels Steadily Grow

Online Retailers Expand Oral Care Reach with Diverse Offerings and Regional 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 Bosnia and Herzegovina - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Growth Driven by Health, Wellness and Clean Beauty

Skin Care Leads Value Growth While Baby and Child-Specific Products Expand Rapidly

Chart 17 - Dm Drogerie-Markt Doo Expands Private Label

Asian Skin Care Brands Become Popular in Bosnia and Herzegovina

Demand for Longevity Products Accelerates with Science-Backed Actives

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Demographic Decline and Income Constraints to Shape Growth Dynamics

Skin Care Set to Lead Expansion

Innovation in Natural Ingredients and Clean Formulations to Drive Premium Demand

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf and L'Oréal Maintain Leadership Amid Steady Concentration

Cosnova Gains Ground with Bic

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead with a Focused Assortment and Expertise

Retail E-Commerce Surges with Expanding Platforms and Consumer Convenience

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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-bosnia-and-herzegovina/report.