

# Oral Care in Poland

May 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

In terms of positioning, whitening remains the most popular in toothpaste though sensitive achieves stronger growth  
Growing natural trend also present in oral care as exemplified by toothpaste with probiotics  
Colgate-Palmolive sustains the lead in oral care thanks to the popularity of its Colgate and Elmex brands in toothpaste

#### PROSPECTS AND OPPORTUNITIES

Growth in more advanced products as consumers increasingly incorporate mouthwashes/dental rinses and dental floss into their oral care routines  
The fairly saturated category of toothpaste benefits from consumer demand for more premium products  
Oral care with only natural ingredients gather momentum and appeal to health-conscious consumers while environmentally-friendly product packaging is in vogue

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