



Oral Care in the Czech Republic

May 2026

Table of Contents

Oral Care in the Czech Republic - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Solid Growth Driven by Premiumisation and Health-Conscious Consumers

INDUSTRY PERFORMANCE

Solid Growth Driven by Premiumisation and Health-Conscious Consumers

Chart 1 - Strong Focus On Higher-End Electric Toothbrushes And Whitening Systems

Toothpaste Leads in Size While Whitening Products Deliver Fastest Growth

Retailers and Brands Embrace Sustainability and Smart Technology to Capture Evolving Consumers

Chart 2 - Natural Formulas And Eco-Friendly Private Labels Drive Gradual Adoption Of Sustainable Oral Care

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Innovation and Health Investment to Drive Value Growth

Toothpaste Dominates Value While Tooth Whiteners Lead Growth

Digital Engagement and Therapeutic Focus to Reshape Consumer Journeys

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Multinationals Consolidate Lead through Strong Branding

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead through Broad Assortments and Expertise

Retail E-Commerce Growth Driven by Premium and Tech Products

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Oral Care

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Oral Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in the Czech Republic - Industry Overview](#)

EXECUTIVE SUMMARY

Consumers Balance Price Sensitivity with Selective Premiumisation

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Consumers Balance Price Sensitivity with Selective Premiumisation

Digitalisation Drives Strong Performance in Skin Care and Colour Cosmetics

Chart 19 - AI-Driven Personalisation Redefines Beauty Discovery And E-commerce In The Czech Republic

Chart 20 - Czech Consumers Seek Daily Beauty Products Aligned To Their Lifestyle

Brands Leverage Premiumisation and Clean Formulations to Capture Lifestyle-Focused Consumers

Chart 21 - Natural Beauty Gains Ground As Consumers Prioritise Transparency And Plant-Based Products

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Czech Consumers to Balance Price Sensitivity with Selective Premium Spending

Chart 25 - Analyst Insight for Beauty and Personal Care

Skin Care to Lead Value and Drive Growth

Brands to Embrace Clean Beauty and AI Personalisation to Meet Evolving Consumer Expectations

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Consolidate Position Amid Emerging Challengers Reshaping Market Dynamics

Strategic Acquisitions Catalyse Growth Opportunities for Diverse Market Players

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead through Expansion and Strong Portfolios

Innovative Retail Concepts Drive Premium and Omnichannel Experiences

Notino and Digital Tools Propel Online Shopping Expansion

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Beauty and Personal Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Beauty and Personal Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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-the-czech-republic/report.