



# Oral Care in the United Arab Emirates

May 2026

Table of Contents

## Oral Care in the United Arab Emirates - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Steady Growth Driven by Wellness Focus and Rising Consumer Expenditure

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Oral Care

#### INDUSTRY PERFORMANCE

Steady Growth Driven by Wellness Focus and Rising Consumer Expenditure

Premium Toothpaste and Toothbrushes Lead Oral Care Growth

Marvis Exemplifies Clean Reimagined with Wellness beyond Basic Hygiene

Chart 2 - Marvis Elevates Clean Oral Care

Sustainable Initiatives Align with Wellness-Focused Shoppers

Chart 3 - Colgate Natural Extracts Uses Recyclable Materials

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

#### WHAT'S NEXT?

Wellness and Technology Integration Set to Propel Sustained Value Growth

Chart 7 - Analyst Insight for Oral Care

Toothpaste to Lead Sales, While Toothbrushes and Dental Floss Exhibit Fastest Growth

Premiumisation and Health Consciousness to Reshape Competition and Innovation

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Dominance Amid Slight Market Concentration Decline

Premium, Niche Brands and Technology Adoption Drive Growth Opportunities

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

#### CHANNELS

Hypermarkets and Supermarkets Dominate Oral Care Distribution

Retail E-Commerce Reshapes Access to Premium Oral Care with Consumer Appeal

Chart 12 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 13 - Economic Context for Oral Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 16 - Consumer Context for Oral Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in the United Arab Emirates - Industry Overview

## EXECUTIVE SUMMARY

Expatriates Fuel Demand for Premium Beauty Products

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

### INDUSTRY PERFORMANCE

Expatriates Fuel Demand for Premium Beauty Products

Fragrances Lead Sales Growth Amid Rising Localisation and Diversity

Chart 21 - Aiza Becomes Staple in Arab Beauty

Culturally Tailored Marketing and Campaigns Boost Sales

Chart 22 - Kiko Milano Launches Ramadan Campaign

Asian Beauty Brands Drive Category Relevance

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

### WHAT'S NEXT?

Local and Asian Brands to Drive Diverse Growth Amid Rising Consumer Sophistication

Chart 26 - Analyst Insight for Beauty and Personal Care

Fragrances to Remain Largest While Men'S Grooming Leads Growth Trajectory

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Dominance Amid Modest Shifts

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

### CHANNELS

Beauty Specialists Lead Distribution as Retail E-Commerce Gains Ground

Retail E-Commerce Challenges Retail Offline Dominance

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-the-united-arab-emirates/report](http://www.euromonitor.com/oral-care-in-the-united-arab-emirates/report).