



Euromonitor
International

Oral Care in Croatia

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Oral Care Growth Driven by Toothpaste and Innovation in Hygiene Products

Growth in Dental Floss Driven by Preventive Care and Innovation

Clean Formulations Redefine Oral Care Innovation and Consumer Demand

Chart 1 - Clean Reimagined Oral Care Brands Evolve

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Tourism and Premiumisation Bring Steady Growth Despite Population Decline

Innovation and Premiumisation Drive Growth in Oral Care Categories

Consumer Trends and Demographics Drive Oral Care Innovation

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Glaxosmithkline and Colgate-Palmolive Lead with Stable Innovation and Penetration

Stable Market Supports Innovation and Competitive Agility

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Offline Channels Continue to Lead Oral Care Retail Landscape

Growing Role of E-Commerce Alongside a Diversified Retail Landscape

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 Croatia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Growth in Retail Value Amid Cautious Consumer Spending and Inflationary Pressures
Skin Care Leads Retail Value with Rising Demand for Advanced, Wellness-Focused Products
Brands Leverage Lifestyle and Longevity Trends to Innovate and Engage Discerning Consumers

Chart 18 - New Body Hugs Collection From Afrodita

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Croatian Consumers Balance Cautious Spending with Steady Category Growth

Chart 22 - Market Insight for Beauty and Personal Care

Skin Care Leads Growth While Demand for Sun Care Is Rising Fast

Innovative Technologies and Wellness Reshape Croatia'S Beauty Landscape

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal and Beiersdorf Consolidate Leadership through Diverse Brand Portfolios

Acquisitions, Launches, and Business Imperatives Shape the Beauty Landscape

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Leaderhips as E-Commerce Growth Moderates

Online Retail Innovation Shapes Consumer Access and Product Availability in 2026

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Beauty and Personal Care

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Beauty and Personal Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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-croatia/report.