



# Oral Care in Brazil

May 2026

Table of Contents

## Oral Care in Brazil - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Oral Care Growth Driven by Prevention, Affordability and Science-Backed Efficacy

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Oral Care

#### INDUSTRY PERFORMANCE

Oral Care Growth Driven by Prevention, Affordability and Science-Backed Efficacy

Toothpaste Leads Sales as a Daily Essential Oral Care Staple

Brands Leverage Fandom and Playful Innovation to Engage Consumers and Boost Loyalty

Chart 2 - Fandom Transforms Oral Care into Collectible Self-Care

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

#### WHAT'S NEXT?

Ageing Population and Pragmatic Consumers to Drive Steady Category Growth

Toothpaste Leads Value Growth While Dental Floss Adoption Accelerates

Social Media and Ageing Shape Product Innovation and Marketing Strategies

Chart 6 - Analyst Insight for Oral Care

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Leading Companies Consolidate Their Positions through Scale and Innovation

Strategic Acquisitions and Innovation Create Growth Avenues for Emerging Players

Chart 9 - Listerine Drives Daily Oral Care with Fruity, Family Size Innovation

Brands Leverage Sensory Innovation to Boost Engagement

Chart 10 - Carmed Launches "Playful" Oral Care Flavours

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

#### CHANNELS

Warehouse Clubs Lead as Supermarkets and E-Commerce Reshape Oral Care Retail

Consumer Convenience and Channel Innovation Drive Oral Care Retail Evolution

E-Commerce Accelerates Oral Care Access with Focus on Frequent Replenishment Products

Chart 13 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 14 - Economic Context for Oral Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 17 - Consumer Context for Oral Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

## EXECUTIVE SUMMARY

Selective Consumption Sustains Growth Amid Economic Caution and Digital Transformation

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Selective Consumption Sustains Growth Amid Economic Caution and Digital Transformation

Arabic Fragrances Redefining Consumer Routines in Dynamic Fragrances Category

Chart 22 - Arabic Fragrances Reshape the Brazilian Market

Lifestyle-Driven Beauty Propels Category Evolution with Digital and Ritual Innovations

Chart 23 - TikTok Shop Accelerates Beauty Sales Via Live and Social Commerce

Chart 24 - Analyst Insight for Beauty and Personal Care

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

## WHAT'S NEXT?

Manufacturers Adapt to Tax Reform and Emerging Consumer Segments to Sustain Growth

Mass Segment Will Polarise around Clear Propositions

Social Commerce and Creator Economy to Reshape Retail and Brand Strategies

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions Amid Evolving Consumer Preferences

Chart 30 - Principia Democratises Science-Led Skin Care

Mergers and Acquisitions and Innovation Accelerate Market Evolution, Creating Strategic Growth Avenues

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

## CHANNELS

Offline Retail Dominance Challenged by Rapid E-Commerce Growth in Brazil

Social Commerce and Shoppertainment Reshape Retail Dynamics with Immersive Experiences

Retail E-Commerce Accelerates Growth by Combining Convenience and Content-Driven Discovery

Chart 33 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - 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-brazil/report](http://www.euromonitor.com/oral-care-in-brazil/report).