



Oral Care in Ireland

April 2024

Table of Contents

Oral Care in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The essential status of oral health drives sales during tough economic times
Tooth whiteners drive retail volume growth as consumers desire a perfect smile
Major players retain the lead while private label options gains ground in 2023

PROSPECTS AND OPPORTUNITIES

The economic recovery aids sales, however, professional tooth whitening is a threat
Sophisticated premium oral care is set to become more common
Sustainability and multifunctional appeal boosts retail value growth

CATEGORY DATA

Table 1 - Sales of Oral Care by Category: Value 2018-2023
Table 2 - Sales of Oral Care by Category: % Value Growth 2018-2023
Table 3 - Sales of Toothbrushes by Category: Value 2018-2023
Table 4 - Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 5 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 6 - NBO Company Shares of Oral Care: % Value 2019-2023
Table 7 - LBN Brand Shares of Oral Care: % Value 2020-2023
Table 8 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023
Table 9 - LBN Brand Shares of Toothpaste: % Value 2020-2023
Table 10 - Forecast Sales of Oral Care by Category: Value 2023-2028
Table 11 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 12 - Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 13 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

Beauty and Personal Care in Ireland - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 14 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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