



Euromonitor  
International

# Oral Care in Thailand

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Oral Care Summary

## KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Oral Care

## INDUSTRY PERFORMANCE

Consumers Embrace Oral Wellness Routines for Lasting Results

Chart 2 - Analyst Insight for Oral Care

Herbal Launches and Influencer Campaigns Drive Demand for Innovation

Chart 3 - Thai Oral Care Moves Towards Proactive Wellness and Longevity

Eco-Driven Innovation Finds Early Adopters through Targeted Launches

Chart 4 - Refillable Mouthwash Pouches

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

## WHAT'S NEXT?

Gen Z and Older Adults to Reshape Demand for Results-Driven Oral Routines

Chart 8 - Social Commerce Reshaping Oral Care Discovery

Toothpaste Will Maintain the Leadership as Toothbrushes Accelerate with Innovation

Influencers and Science-Backed Claims Drive Digital-First Brand Loyalty

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Colgate-Palmolive Defends Its Lead as Emerging Thai Brands Diversify Choices

Herbal Innovation and Digital Campaigns Elevate Thai Brands' Profiles

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

## CHANNELS

Grocery Retailers Anchor Daily Routines as Digital Channels Gain Ground

E-Commerce Cornering Premium and Niche Oral Care Demand

Health and Personal Care Stores Build Trust with Specialised Solutions

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

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Hybrid Sun Care Launches Drive Consumer Daily Routines

Srichand Leverages Vegan Actives to Build T-Beauty Identity

Chart 22 - Analyst Insight for Beauty and Personal Care

Chart 23 - Asian Beauty Trends and Rising T-Beauty Shape Thailand'S Beauty Market

Digital Shoppertainment Accelerates Brand-Consumer Engagement

Chart 24 - Shoppertainment and Ai Are Transforming Thailand'S Beauty Purchase Journey

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

## WHAT'S NEXT?

Brands to Innovate with Climate-Adapted Benefits to Boost Daily Relevance

Shoppertainment and Social Commerce Reshape Digital Discovery and Conversion

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

L'Oréal Thailand Strengthens Its Lead

Emerging Local Brands Disrupt with Science-Led Launches

Chart 30 - Lifestyle Integration Reshapes Beauty Consumption in Thailand

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

## CHANNELS

Watsons and Boots Drive In-Store Trials as E-Commerce Makes Gains

Tiktok Shop and Shopee Accelerate Digital Beauty Engagement

Watsons and Tiktok Shop Shape Omnichannel Beauty Strategies

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-thailand/report](http://www.euromonitor.com/oral-care-in-thailand/report).