

## **Oral Care in Serbia**

Market Direction | 2022-06-15 | 22 pages | Euromonitor

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### **Report description:**

Following decreases in 2020 due to the Coronavirus (COVID-19) crisis, oral care returned to healthy retail volume and current value growth in 2021, as the threat of the pandemic and related restrictions eased. The category exceeded 2019 retail volume and current value sales levels by the end of 2021. Power toothbrushes, both battery and electric, provided the fastest growth rates, albeit from relatively low sales bases. Power toothbrushes continued to gain popularity as consumers increasingly vi...

Euromonitor International's Oral Care in Serbia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Oral Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
June 2022

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Growing awareness of importance of oral health boosts sales across oral care in 2021

Return to pre-pandemic lifestyles renews interest in tooth whiteners and dental floss

Shift to more specific and added-value toothpastes

##### PROSPECTS AND OPPORTUNITIES

Positive performance in line with high oral care awareness

Brand loyalty set to remain high, but some space may open up for private label amid retail modernisation

More new product launches anticipated as the economy improves

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