

## **Oral Care in Brazil**

Market Direction | 2022-07-28 | 30 pages | Euromonitor

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### **Report description:**

The pandemic exposed Brazil to unprecedented economic, social and health challenges. The country was still trying to recover from economic instability as a result of the previous crisis (in 2015-2016), when COVID-19 emerged, leading to lockdowns and disruptions. Despite the adverse scenario, oral care sustained a steady growth pattern across the category. While stronger value growth was due to an increase in unit prices, essential hygiene categories were prioritised by Brazilians to the detrimen...

Euromonitor International's Oral Care in Brazil 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
July 2022

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