

Middle East & Africa Oral Care Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

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Report description:

The Middle East oral care market is projected to record a CAGR of 9.82% during the forecast period (2022-2027).

COVID-19 has not significantly impacted the Middle East & Africa oral care market as many products come under essential commodities like sensitive toothpaste, which are necessary every day. The government and public institutions are supporting several campaigns to improve oral care literacy. Social media acted as a bridge for awareness creation in some parts. The introduction of new products at markets with added health care and discounts attracted the market, which resulted in a spike in demand. The number of Twitter users in Saudi Arabia increased to 15 million following social media updates.

Increased consumer preference for toothpaste, such as Meswak, Sensodyne, and many innovative products in markets has been observed. The consumer rise in purchasing power, availability of oral care products, competitive prices, convenience, and health awareness are continuing to drive the sales of oral care products.

MEA Oral Care Market Trends

Rising Demand for Eco-friendly and Organic Products

Rapid urbanization improved purchasing power, and increased promotions of naturally sourced products have been boosting the awareness about the benefits associated with organic personal care products, including oral care products, in countries such as Saudi Arabia, the United Arab Emirates, and South Africa. As a result of the COVID-19 pandemic, consumers are shifting toward eco-friendly, natural, organic products, which shows consumer buying behavior. The manufacturers are coming up with innovative products like bamboo brushes, vegan kinds of toothpaste, attracting customers' perspectives, which helps increase brand

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awareness and customer loyalty, and helps prevent oral diseases, and promote oral hygiene. The majority share of companies revenue comes from the rural population.

Saudi Arabia Dominates the Market

The lack of oral healthcare awareness in Saudi Arabia is a significant issue among consumers, especially children. In Saudi Arabia, dental caries among children ranged from medium to high, as specified in the World Oral Health Report. The local government and other private institutions are increasing efforts to improve this pandemic has created self-awareness and the need for oral health to prevent harmful viruses. Established institutions market this opportunity at a local place with several market positioning strategies.

MEA Oral Care Market Competitor Analysis

The market is consolidated, with the presence of global players, such as Procter & Gamble, Colgate-Palmolive Company, and Unilever. Foreign companies dominate the GCCn regions, owing to the region's weak prevalence of local manufacturers. Moreover, leading brands, like Colgate (except Max Fresh), Sensodyne, Arm & Hammer, and Aquafresh manufacture halal toothpaste to address the demand of the Muslim population.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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