

## **South America 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 South American oral care market is forecast to record a CAGR of 8.99% during the forecast period (2023 - 2028)

COVID-19 has affected the oral care market as many countries started lockdown. The availability of labor in manufacturing industries influenced the production, demand, and supply gap. In other aspects, the decline in consumers' purchasing power has slowed the demand. The migration of workers and companies' launch of new products to tap the opportunity cost of covid-19 with govt support helped recover the lost revenues. Toothpaste remains the largest shareholder in the South American oral care market, owing to the number of variants available and the growing preferences for natural, organic, vegan, and herbal toothpaste.

Brazil leads the market in the region attributed to high-level hygiene practices followed by Brazilians. It was found that 66% of the Brazilian population brush their teeth three times a day, whereas the global average is just 9%. Moreover, the volume of toothpaste used by the Brazilian people is five times higher than the number of brushes in the country.

### **South America Oral Care Market Trends**

#### **Increased Demand for New and Innovative Oral Care Products**

Consumers across South America are highly conscious of their oral health. Key players in the sensitivity or pain relief Toothpaste and mouthwash market, such as GlaxoSmithKline Brasil Ltd, are focusing on bringing new products on the retail shelves and are considering investing in offering innovative packaging with eco-friendly options in the related market with interesting innovations like authentic, Traditional, enrichment and attractive packaging, thus contributing toward the market demand backed by market growth. Moreover, markets such as Colombia, Nicaragua, Peru, Uruguay, Paraguay, and Costa Rica show a significant increase in

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value in the rest of the Latin American market.

## Brazil Dominates the Regional Market

Many manufacturers are attracted to this overall market and strategically plan business expansions and partner with small manufacturers to increase market penetration by strengthening product distribution. In 2021, the corporate giants introduced many innovative products that helped prevent COVID-19 and other competitive supplementary goods. Moreover, key players are heavily investing in R&D and are working to introduce technologically advanced oral care products, such as an electric toothbrush.

## South America Oral Care Market Competitor Analysis

The South American oral care market is highly consolidated and is driven by the presence of global companies such as Procter & Gamble, Colgate-Palmolive Company, and Unilever. Manufacturers are investing in launching technologically advanced oral care products in the region. For instance, in 2021, companies like Colgate-Palmolive and Philips used a co-branding strategy to enter South American markets. Many other companies are now shifting from traditional manufacturing to sustainable, eco-friendly manufacturing and innovation.

### Additional Benefits:

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

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