

Oral Care in Egypt

Market Direction | 2023-05-11 | 22 pages | Euromonitor

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Report description:

Consumers these days are becoming increasingly perfectionist, with selected and edited images from social media increasingly encouraging them to aim for the perfect look. One key element of the perfect personal image is having shiny white teeth. In this context, a lot of brands have introduced teeth whitening kits and many consumers have started to purchase these kits as they look to achieve whiter teeth at home instead of going for whitening services at the dentist, which they see as a more exp...

Euromonitor International's Oral Care in Egypt report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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Innovative products and intense competition in the category

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