

Oral Care in Greece

Market Direction | 2023-05-02 | 27 pages | Euromonitor

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Report description:

During the financially challenging and highly inflationary year of 2022, the two main (and staple) categories of toothpaste and manual toothbrushes showed resilience, displaying only marginal volume declines. For toothpaste, value sales nevertheless recorded slightly positive growth, which was partially due to inflation, as well as to consumers moving towards a more expensive product mix, driven by the momentum of the "gum health" segment. In fact, key 2022 trends revolved around health (gum hea...

Euromonitor International's Oral Care in Greece 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.

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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Inflation, promotional intensity and sustainability

Global brands dominate the market with no dramatic changes

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