

## **Oral Care in Italy**

Market Direction | 2023-05-03 | 27 pages | Euromonitor

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### **Report description:**

Oral care sales recorded only modest growth in value terms in 2022, as the category primarily benefited from the performance of essential oral care products such as toothpaste, manual toothbrushes and dental floss. There is potential for further growth as Italian consumers' focus on oral hygiene is still not as strong as that of consumers in other Western European markets, although it is increasing. The COVID-19 crisis provided a boost to general awareness of health and wellness, and particularl...

Euromonitor International's Oral Care in Italy 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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