

## **Oral Care in Lithuania**

Market Direction | 2023-05-12 | 21 pages | Euromonitor

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### **Report description:**

In 2022, oral care retail value sales recovered from the decline experienced due to COVID-19, with double-digit current retail value growth. Similarly to deodorants, the increased use of oral care was strongly related to the return of pre-COVID-19 routines, with consumers spending more time outside of the household, meeting their co-workers, friends and relatives while attending more gatherings and events. In addition, with a mouth-covering mask no longer necessary to wear in public, many consum...

Euromonitor International's Oral Care in Lithuania 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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Traditional oral care products saw the lowest growth in 2022

Oral care habits benefit manual toothbrushes, while mouthwashes/dental rinses lag behind

Leaders remain in top positions with local players offer flavour innovations

##### PROSPECTS AND OPPORTUNITIES

Competition among oral care to grow, boosting opportunity for overall growth

Availability of sustainable goods rises, however, consumers remain price conscious

Teeth whiteners to continue to increase as interest in aesthetics continues to grow

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