

Oral Care in South Africa

Market Direction | 2023-05-11 | 23 pages | Euromonitor

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Report description:

In 2022 the South African economy experienced tough economic conditions, with consumers affected by loadshedding, rising mortgage rates, and price increases on fuel and food. For this reason, budgets were extremely tight and people had to spend accordingly. Promotions therefore remained a key driver of sales of toothpaste, as many consumers only purchased when there were promotions or discounted offers. For example, Clicks often ran buy-one-get-one-free promotions on toothpaste, which allowed co...

Euromonitor International's Oral Care in South Africa 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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