

Oral Care in Turkey

Market Direction | 2023-05-12 | 25 pages | Euromonitor

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Report description:

The trend for natural and multi-purpose products continued in oral care in Turkey at the end of the review period. As in other beauty and personal care categories, naturally sourced ingredients is a prevalent trend in oral care, for example, using the natural power of zinc mineral and foregoing the use of triclosan to fight plaque-causing bacteria. Zinc mineral acts as an efficient alternative to triclosan, the use of which has raised some concerns surrounding its impact on health and the enviro...

Euromonitor International's Oral Care in Turkey 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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