

Oral Care in Estonia

Market Direction | 2023-05-09 | 20 pages | Euromonitor

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Report description:

Oral care is a mature category in Estonia and oral care is an established habit among consumers, who have enjoyed a good level of purchasing power over the last decade. The main dynamism in the market occurred during the early review period, then the performance was disrupted during the pandemic in 2020-2021. It's business as usual in 2022 with slight volume growth recorded in the year.

Euromonitor International's Oral Care in Estonia 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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