

Oral Care in Georgia

Market Direction | 2023-05-09 | 19 pages | Euromonitor

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Report description:

In 2022, local consumers maintained oral care routines as they followed basic personal care and hygiene routines to ensure that they kept gum disease or other problems to a minimum. However, price sensitivity and the decline in disposable incomes did not lead consumers to switch to less expensive oral care products. Instead, consumers consciously searched for better prices in different channels, such as modern retail, pharmacies, and open markets. Retailers carefully monitor prices to remain com...

Euromonitor International's Oral Care in Georgia 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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ORAL CARE IN GEORGIA

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Consumers search for competitive offers as price point becomes key

Players focus on toothbrush sales, with opportunity for growth on the landscape

Multinational players continue to dominate oral care in Georgia due to a lack of local production

PROSPECTS AND OPPORTUNITIES

Price-sensitive behaviour will see consumers trade down to save costs

Growing competition is set to widen the offer of value-added and low-cost products

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SOURCES

Summary 1 Research Sources

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