

Oral Care in Israel

Market Direction | 2023-05-02 | 20 pages | Euromonitor

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Report description:

In February 2022, S Schestowitz Ltd, the manufacturer of Colgate, increased the price of their leading oral care brand by 12%. However, the player took a more cautious approach with its other oral care brands, holding off on increasing prices until it could observe the pricing strategies of its competitors.

Euromonitor International's Oral Care in Israel 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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Schestowitz waits to see other players' pricing strategy in 2022, while oral care sales remain healthy due to high prices

Health and wellness trend boosts demand for oral care in 2022

Innovation and new trends prevalent in oral care during 2022

PROSPECTS AND OPPORTUNITIES

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Summary 1 Research Sources

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