

## **Oral Care in Peru**

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

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### **Report description:**

During the height of the pandemic in 2020, sales of oral care continued growing, mainly because people were unable to visit dentists to the same extent given the various restrictions that were imposed by the government to curtail the spread of the virus. Consumers also restricted their visits to dentists in a bid to avoid virus transmission. During 2021 this trend changed with the arrival of vaccines which reduced consumers' fear of contagion. While Peruvians were still required to spend a lot o...

Euromonitor International's Oral Care in Peru 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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Denture care expands in the Peruvian market thanks to the ageing of the population and new product launches

Toothpaste has an advantage in dealing with inflation thanks to a wide range of product sizes and promotions

##### PROSPECTS AND OPPORTUNITIES

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