

## **Oral Care in Singapore**

Market Direction | 2023-05-23 | 22 pages | Euromonitor

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### **Report description:**

Oral care maintained strong current value growth in 2022. Whilst mature categories such as manual toothbrushes and toothpaste saw slower growth, other oral care categories contributed to a strong performance. Mouthwashes/dental rinses saw particularly strong volume growth in 2022, which was contributed in part by Lion Corp's Systema brand, which ran a buy-one-get-one-free promotion on its mouthwashes at the end of 2022. Meanwhile, local brand Pearlie White saw above-average growth in toothpaste...

Euromonitor International's Oral Care in Singapore 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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Introduction of various types of products drives exceptional growth in dental floss

Unilever's Pepsodent gains significant share with its low price point and extensive retail channels

##### PROSPECTS AND OPPORTUNITIES

Electric toothbrushes replace bamboo toothbrushes in terms of popularity due to their hassle-free nature

Retail channels prove to be a good opportunity for players to differentiate their products

Mouth fresheners and teeth whiteners are steadily growing in popularity, with significant room for expansion

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