

## **Oral Care in South Korea**

Market Direction | 2023-05-22 | 24 pages | Euromonitor

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### **Report description:**

The outdoor mask mandate was lifted in 2022, and consumers returned to social activities along with the full lifting of social distancing measures. With the increase of face-to-face activities, sales of so-called "manner products", such as mouth fresheners also increased. Mouthwashes/dental rinses also saw a good performance, as these products are good for removing bad breath. The share of fresh breath toothpaste also increased within overall sales of toothpaste. Power toothbrushes also saw dyna...

Euromonitor International's Oral Care in South Korea 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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