

Oral Care in Sweden

Market Direction | 2023-05-11 | 25 pages | Euromonitor

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Report description:

The pandemic failed to have an impact on oral care, with the result that there was little scope for rebound activity in 2022. Swedish consumers enjoy a relatively high standard of oral health, thanks to the decades-long dissemination of oral health information in schools and the availability of free public dental care programmes. Consequently, oral health products are widely viewed as essential in the country, which means that the category is virtually impervious to external events. In 2022, the...

Euromonitor International's Oral Care in Sweden 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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

No noticeable rebound in 2022, thanks to essential nature of oral care products

Electric toothbrushes remain key driver of growth

Sustainability focus adds value in mature subcategories of toothpaste and manual toothbrushes

PROSPECTS AND OPPORTUNITIES

Growing maturity will present a challenge to manufacturers, alongside a waning demand for denture care products

Electric toothbrushes will remain key driver of growth, thanks to technological advancements by the leading players

Sustainability trends will grow in prominence

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