

Oral Care in Uruguay

Market Direction | 2023-05-12 | 20 pages | Euromonitor

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Report description:

Oral care suffered a moderate contraction in 2022 as many Uruguayans purchase these products in Argentina where prices are dramatically lower. The industry has been deeply affected by this phenomenon, which is very difficult to compete against and has also led to contraband products being sold in oral care. In Uruguay, the oral care category has tried to stay afloat through more aggressive promotions and discount campaigns and also thanks to the emergence of emerging economy brands that can comp...

Euromonitor International's Oral Care in Uruguay 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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ORAL CARE IN URUGUAY

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Oral care category suffers contraction in volume and value in 2022

Colgate-Palmolive launches first toothpaste with 100% recyclable packaging

Colgate-Palmolive maintains its lead in 2022 thanks to its wide range of products and extensive distribution network

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