

## Oral Care in Austria

Market Direction | 2023-06-05 | 25 pages | Euromonitor

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### **Report description:**

Oral care derived benefits from increased consumer awareness and interest in oral care, in line with the health and hygiene trend in the wake of the Coronavirus (COVID-19) pandemic in Austria. The demand for oral care products was on the rise in 2022, with an overall, if slight, increase in retail volume sales, albeit following two years of small declines. It should be noted that retail volume growth performances varied within oral care, with, for example, mouthwashes/dental rinses, dental floss...

Euromonitor International's Oral Care in Austria 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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##### 2022 DEVELOPMENTS

Rebound in retail volume terms, while higher prices stimulate retail current value growth

Ongoing shift to power toothbrushes, but manual toothbrushes retain the preference of consumers

Procter & Gamble leads the way with strong brands in power toothbrushes and toothpaste

##### PROSPECTS AND OPPORTUNITIES

Switch from manual to electric toothbrushes is set to continue

Added-value toothpaste to drive value sales

Dental floss and mouthwashes/dental rinses to ride oral care wave

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