

Oral Care in Taiwan

Market Direction | 2023-06-06 | 24 pages | Euromonitor

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Report description:

With heightened hygiene awareness, the pandemic highlighted the importance of maintaining good oral hygiene and made oral care products more relevant than ever. This, coupled with the introduction of new products from Japan and Taiwan, resulted in significant increases in current value sales in oral care in 2020 and 2021, and this continued in 2022. Despite the challenges of the pandemic, oral care managed to see consistent current value growth across categories, as in addition to basic toothbru...

Euromonitor International's Oral Care in Taiwan 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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Japanese oral care products gain popularity amongst consumers

Shallop launches natural whitening products to maintain its share

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Special toothpaste flavours and unique ingredients likely to attract consumers

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