

Oral Care in Australia

Market Direction | 2023-06-22 | 21 pages | Euromonitor

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Report description:

While demand for oral care in Australia remained stable in 2022, there was a greater emphasis among local consumers on products that went beyond basic oral hygiene routines. For instance, tooth whiteners recorded stronger demand in 2022 in line with greater mobility outside of the home, as local consumers paid greater attention to their overall appearance. Whitening also solidified its positioning as the leading type of toothpaste in Australia.

Euromonitor International's Oral Care in Australia 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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Further dynamic growth for electric toothbrushes in 2022

Sustainability remains in the spotlight across most of oral care

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