

## **Oral Care in Germany**

Market Direction | 2023-06-29 | 26 pages | Euromonitor

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### **Report description:**

After already notable retail current value growth in oral care in 2021, Germany registered a dynamic current value growth rate in 2022, approaching the double-digits. German consumers prioritise their oral health and place high importance on oral care as a preventative measure. An ageing population in Germany has also been translating into higher growth for denture care products such as denture fixatives. On the other hand, a younger generation of oral care consumers is interested in functional...

Euromonitor International's Oral Care in Germany 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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