

## **Oral Care in the Philippines**

Market Direction | 2023-07-28 | 23 pages | Euromonitor

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### **Report description:**

Demand for oral care remained more stable during the pandemic with many products seen as daily necessities for keeping teeth and gums clean and healthy. Nonetheless, with more consumers returning to the workplace in 2022 and with an increase in social engagements there was more incentive to invest in a wider variety of products with this helping to fuel stronger growth in oral care. Additionally, the strong links between good oral hygiene and overall health are also key factors in the growing de...

Euromonitor International's Oral Care in Philippines 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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Health and wellness trend fuelling demand for mouthwashes/dental rinses with Listerine leading the way

Oral care sees an increasing focus on natural and sustainable ingredients and products

##### PROSPECTS AND OPPORTUNITIES

Oral care set to grow and expand as consumers develop more sophisticated routines

Breath strips proving popular but further investment required to raise the profile of mouth fresheners in the market

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