

Oral Care in Colombia

Market Direction | 2024-04-12 | 23 pages | Euromonitor

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Report description:

Despite unfavourable economic conditions, toothpaste and toothbrushes, the main categories in oral care, experienced growth in both volume and value terms in Colombia in 2023. However, shrinking disposable incomes made consumers more price sensitive, encouraging them to switch away from branded goods towards less expensive private label offerings. Private label products have increased their quality standards in toothpaste, moving away from basic or traditional formulae to total care offerings. M...

Euromonitor International's Oral Care in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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