

Oral Care in New Zealand

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

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Report description:

In 2023, oral care sales in New Zealand recorded solid growth in both value and volume terms. Products such as toothpaste, toothbrushes, and mouthwash are considered a personal care staple by most consumers and are often included on grocery lists. Mainstream brands such as Colgate, Sensodyne, and Oral B that are easily accessible through large grocery retailers have dominant market share. Mainstream oral care brands also benefit from having an extensive range of products which allows them to mee...

Euromonitor International's Oral Care in New Zealand 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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