

Oral Care in Bulgaria

Market Direction | 2024-04-15 | 23 pages | Euromonitor

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Report description:

Due to the influence of social media, the popularity of teeth whitening at home is gathering pace in Bulgaria and this is contributing to the positive development of oral care in Bulgaria. The desire for a youthful, confident smile fuelled the demand for these products. As a result, tooth whiteners and toothpaste, specifically whitening versions, recorded strong value growth, followed closely by dental floss. It is not only traditional whitening ingredients such as hydrogen peroxide that are gai...

Euromonitor International's Oral Care in Bulgaria 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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