

Oral Care in China

Market Direction | 2024-04-17 | 23 pages | Euromonitor

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Report description:

Oral care in China experienced only a partial recovery in 2023, with a low rebound in current value terms after seeing a notable decline in the previous year. Leading players such as Yunnan Baiyao Group, Procter & Gamble, Hawley & Hazel Chemical, and Colgate showed weakness. The sluggish growth of overall oral care was mainly due to the weak performance of the toothpaste category, which is the largest category within oral care, and failed to register a strong recovery in 2023. As a relatively sa...

Euromonitor International's Oral Care in China 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.

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