

Oral Care in Slovakia

Market Direction | 2024-04-18 | 24 pages | Euromonitor

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Report description:

Tooth whiteners outpaced growth in Slovakia's oral care category, in both retail volume and current value terms. Despite the rising prices seen in 2023, consumers did not lose interest in home whitening kits and whitening strips. The reason behind such stellar growth is the rather low cost of these products compared to professional whitening at the dentist or clinic, as well as the rapidly expanding offer at retailers and visibility on shelves. Many consumers find that home treatments are less e...

Euromonitor International's Oral Care in Slovakia 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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E-commerce remains an important channel regardless of slowdown

Toothpaste remains the largest category by volume

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