

Oral Care in Spain

Market Direction | 2024-04-15 | 24 pages | Euromonitor

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Report description:

Sales in oral care in Spain were improved in 2023, compared to the performance in 2022. However, the performance of the category is far from robust as we note oral care as one of the categories seeing consumers trading down, thus, to manage their budgets during a time of economic uncertainty. In addition to selecting cheaper brands, consumers are turning to multi-packs and large formats which can be used by all the family. That said, oral care does remain led by the big names, with a lower share...

Euromonitor International's Oral Care in Spain 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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Tooth whiteners remains the star performer

Oral-B maintains its lead thanks to remaining front-of-mind for consumers

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