

Oral Care in Chile

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

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Report description:

In 2023, oral care in Chile registered a slightly better performance than in 2022, but retail volume sales continued to decline, and current value growth was minimal. Most categories continued to experience a contraction in volume demand, with mouthwashes/dental rinses showing the sharpest decline. The significant inflation faced in 2022 impacted consumer behaviour, and this continued into 2023, leading to the prioritisation of spending and reduced discretionary spending on non-essential items.

Euromonitor International's Oral Care in Chile 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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