

## Oral Care in Peru

Market Direction | 2024-04-22 | 22 pages | Euromonitor

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### Report description:

Oral care is saw small value growth in Peru in 2023, with volume growth only just managing to achieve a sub-decimal positive figure. However, the baseline demand for oral care supports the category overall. Indeed, as consumers continue to become more aware of their health and wellbeing, including the oral health, specialised brands are beginning to expand their presence in the country. As seen in other categories, from skin care (with products recommended by dermatologists) to men's grooming (b...

Euromonitor International's Oral Care in Peru 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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Power toothbrushes maintain baseline demand, in spite of ongoing popularity of manual options

Colgate maintains its lead thanks to myriad strengths and ongoing innovations

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Ecological toothbrushes set to gain ground in Peru

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