

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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Table of Contents:

Oral Care in Peru
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List Of Contents And Tables

ORAL CARE IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

Specialised brands attract attention thanks to recommendations from dentists

Power toothbrushes maintain baseline demand, in spite of ongoing popularity of manual options

Colgate maintains its lead thanks to myriad strengths and ongoing innovations

PROSPECTS AND OPPORTUNITIES

Denture care products set to develop in line with the ageing population

Tooth whiteners struggle to take off in Peru

Ecological toothbrushes set to gain ground in Peru

CATEGORY DATA

Table 1 Sales of Oral Care by Category: Value 2018-2023

Table 2 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 3 Sales of Toothbrushes by Category: Value 2018-2023

Table 4 Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 5 Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 6 NBO Company Shares of Oral Care: % Value 2019-2023

Table 7 LBN Brand Shares of Oral Care: % Value 2020-2023

Table 8 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023

Table 9 LBN Brand Shares of Toothpaste: % Value 2020-2023

Table 10 □Forecast Sales of Oral Care by Category: Value 2023-2028

Table 11 □Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 12 □Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 13 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

BEAUTY AND PERSONAL CARE IN PERU

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 14 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 20 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

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Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 23 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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