

## **Oral Care in Taiwan**

Market Direction | 2024-04-23 | 24 pages | Euromonitor

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### **Report description:**

In 2023, oral care in Taiwan recorded positive retail value growth, while retail volume remained positive in all areas, driven by denture care. Raised awareness of all oral care products has aided growth, with medical experts providing educational content online, especially across YouTube. Furthermore, there are content and product introductions that are not commercial collaborations, which are increasingly viewed by consumers as being unbiased. Daily oral products, including toothbrushes, denta...

Euromonitor International's Oral Care in Taiwan 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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Invisible braces become increasingly popular among adults

Classic toothpaste players focus on their niche, while new entries offer flavour and experiences

##### PROSPECTS AND OPPORTUNITIES

Electronic toothbrushes will continue to grow as the price points becomes more affordable

Children's and senior oral care landscape set to rise, offering strong potential for growth

New toothpaste with Himalayan salt crystals is set to gain traction

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