

Oral Care in Thailand

Market Direction | 2024-04-22 | 26 pages | Euromonitor

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Report description:

Oral care in Thailand benefitted from improved consumer awareness in 2023. As was the case in other beauty and personal care categories, oral care also enjoyed new product innovation, primarily in toothpaste where local consumers are shifting towards more advanced and innovated herbal-oriented products.

Euromonitor International's Oral Care in Thailand 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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Oral care education drives growth in category

E-commerce rises while major players focus on aggressive promotions

Emerging local brands and developments in toothpaste drive dynamism in oral care

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