

Oral Care in Costa Rica

Market Direction | 2024-04-29 | 21 pages | Euromonitor

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Report description:

Global players such as Colgate, Listerine and Oral-B continued to dominate oral care in Costa Rica in 2023 due to their trusted reputations for quality and efficacy, broad product ranges and extensive distribution coverage. However, a number of niche-oriented brands from smaller companies have recently enjoyed growing success in this category with product types, claims and flavours that clearly differentiate them from larger competitors. Among them is Bilka, which offers toothpaste made with Him...

Euromonitor International's Oral Care in Costa Rica 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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Euromonitor International
April 2024

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ORAL CARE IN COSTA RICA

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2023 DEVELOPMENTS

Global giants continue to lead but niche-oriented brands gain ground

Whitening products increasingly visible in toothpaste and mouthwashes/dental rinses

Bundle pack promotions remain common in oral care

PROSPECTS AND OPPORTUNITIES

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Functional claims beyond whitening and freshening likely to gain prominence

Products with a more natural positioning expected to fare well

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