

Oral Care in Malaysia

Market Direction | 2024-04-29 | 26 pages | Euromonitor

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Report description:

Oral care in Malaysia continued to see growth and development in 2023. Value growth was in part driven by the preventive health trend and in part by premiumisation. Malaysians continued to maintain basic personal hygiene routines, supporting further demand for toothpaste, toothbrushes, and mouthwashes/dental rinses. Local consumers are increasingly keen to ensure adequate cleaning of teeth and gums to avert any future issues. The preventative health trend therefore supported demand for a number...

Euromonitor International's Oral Care in Malaysia 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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