

Oral Care in North Macedonia

Market Direction | 2024-04-30 | 20 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Though there was double-digit growth in current value sales in oral care in North Macedonia in 2023, both constant value and volume sales fell. Continuing high inflation, as well as a declining population, dampened value sales. As such, with consumers continuing to be highly price sensitive, players responded by offering frequent discounts and promotions.

Euromonitor International's Oral Care in North Macedonia 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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

ORAL CARE IN NORTH MACEDONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fall in volume sales in 2023

Battery toothbrushes and denture care stronger performers

Multinational players continue to dominate due to lack of local production

PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

Barriers to entry remain strong

Online space widens offerings

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

Table 9 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

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

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

BEAUTY AND PERSONAL CARE IN NORTH MACEDONIA

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

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Oral Care in North Macedonia

Market Direction | 2024-04-30 | 20 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-22
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com