

## **Oral Care in Pakistan**

Market Direction | 2024-04-30 | 21 pages | Euromonitor

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### **Report description:**

Oral care in Pakistan experienced healthy volume growth in 2023, propelled by increasing awareness of dental hygiene standards and supported by public health campaigns. As society becomes more conscious of oral health, consumers are integrating mouthwashes into their daily routines, emphasising the importance of fresh breath, plaque reduction, and gum health. Toothpaste remains the cornerstone of oral care, with multi-benefit offerings such as gum protection, decay prevention, and whitening gain...

Euromonitor International's Oral Care in Pakistan 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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