

## **Oral Care in Estonia**

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

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### **Report description:**

Oral care in 2023 showcased strong growth in Estonia, with double-digit retail value growth and positive, double-digit retail volume growth in areas including denture care, power toothbrushes and electric toothbrushes. Growing consumer education and rising beauty standards, plus ongoing costs of visiting the dentist, have driven growth in oral care and are set to aid sales across the forecast period.

Euromonitor International's Oral Care in Estonia 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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## Table of Contents:

Oral Care in Estonia  
Euromonitor International  
April 2024

### List Of Contents And Tables

#### ORAL CARE IN ESTONIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Rising education and increasing dental costs drive growth in oral care

The demand for denture care and electric toothbrushes grows, supported by rising availability

Colgate and Sensodyne remain the leading brands in 2023

##### PROSPECTS AND OPPORTUNITIES

Flat sales for the forecast period, with growth in value-added product areas

Toothpaste faces challenges being a highly saturated landscape

Dental floss sticks gain ground, driving growth through private label options

##### 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 ESTONIA

##### 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

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Summary 1 Research Sources

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