

Oral Care in North Macedonia

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

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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.

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Fall in volume sales in 2023

Battery toothbrushes and denture care stronger performers

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SOURCES

Summary 1 Research Sources

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