

Oral Care in the US

Market Direction | 2024-05-01 | 29 pages | Euromonitor

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Report description:

In 2022, the US experienced value-conscious behaviour across consumer goods industries, catalysed by high inflation and subsequent price increases. Tightening wallets caused US consumers to re-evaluate essential purchases, including oral care products, and seek economical channels, such as warehouse clubs. As a result of the economic environment, the category saw an inflated performance in value terms, with most oral care categories facing volume declines.

Euromonitor International's Oral Care in USA 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
May 2024

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