

## **Oral Care in Indonesia**

Market Direction | 2024-04-30 | 23 pages | Euromonitor

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### **Report description:**

Oral care in Indonesia saw relatively modest growth in current value terms in 2023, when compared to the previous year. This was due to a declining demand for manual toothbrushes, as consumers held off replacing them in order to save money. Toothpaste, on the other hand, saw a continued strong performance, supported by its status as an essential product in terms of daily oral hygiene, as well as its affordable price. Players also focused on launching more specialised variants, such as whitening...

Euromonitor International's Oral Care in Indonesia 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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April 2024

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