

Oral Care in Poland

Market Direction | 2024-05-06 | 26 pages | Euromonitor

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Report description:

Oral care maintained solid retail volume and current value growth in Poland in 2023. Its comparatively strong performance within overall beauty and personal care is unsurprising, as recent studies reveal that many Poles still lack adequate oral hygiene practices, so there is still plenty of room for growth. Nearly 60% of adult Poles brush their teeth twice daily, while almost 20% do so less frequently, according to a research study conducted by Uce Research and Implant Medical in 2023. However,...

Euromonitor International's Oral Care in Poland 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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