

Oral Care in Romania

Market Direction | 2024-05-08 | 23 pages | Euromonitor

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Report description:

While oral care saw little movement in Romania in retail volume terms in 2023, it demonstrated a significant current value growth trajectory, similar to that seen in 2022, due to continued price rises. Volume growth was observed for non-essential oral care products such as mouthwashes/dental rinses and tooth whiteners. Companies operating in oral care responded proactively to this trend by diversifying their product portfolios to better cater to evolving consumer needs and preferences. This dive...

Euromonitor International's Oral Care in Romania 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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Basic products lead sales, but some non-essential products see stronger growth

Greater consumer understanding of the importance of oral health

Multinationals maintain their lead, but local players seize growth opportunities

PROSPECTS AND OPPORTUNITIES

Steady growth as consumer awareness rises and players continue to invest

Continued strength for the leader, but also opportunities for smaller players

Shifts in preference set to drive continued growth for electric toothbrushes

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