

Oral Care in France

Market Direction | 2024-05-13 | 28 pages | Euromonitor

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Report description:

Despite maintaining a slight retail volume decline in 2023, oral care in France saw solid current value growth, with almost all categories, except mouth fresheners, showing positive performances, due to increasing unit prices. Ongoing inflation in France, which reached nearly 5% in 2023, caused significant price growth across all categories. Meanwhile, in volume terms almost all categories saw decline, apart from power toothbrushes, which was the fastest growth category both in value and volume...

Euromonitor International's Oral Care in France 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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Volume sales are challenged by inflationary pressures

Focus on tooth sensitivity and gum protection

Electric toothbrushes is the strongest growth driver

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Organic and natural products, and eco-friendly packaging

Toothpastes with therapeutic and whitening functions set to continue to rise

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