

## **Oral Care in South Africa**

Market Direction | 2024-05-13 | 23 pages | Euromonitor

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### **Report description:**

Demand for oral care in South Africa remained stable in 2023, as this category is deemed essential for maintaining personal health and self-care. However, local consumers also continued to struggle with the ongoing cost-of-living crisis. Although oral care was added to consumers' monthly shopping baskets, South Africans prioritised certain distribution channels, buying these products in bulk when they were on promotion or special sales events to save money. Essential oral care for most consumers...

Euromonitor International's Oral Care in South Africa 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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