

## **Oral Care in Belgium**

Market Direction | 2024-04-12 | 21 pages | Euromonitor

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### **Report description:**

The maturity of oral care in Belgium had a negative impact, with volume sales declining over the review period. Many consumers remained increasingly price-sensitive and cautious with their spending in 2023, further dampening retail volume sales. Demand for affordable oral care products remained strong with private label retaining a stronghold. Equally, some consumers proved keen to buy premium products, especially in key categories such as toothpaste and manual toothbrushes. Price rises pushed u...

Euromonitor International's Oral Care in Belgium 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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Euromonitor International  
June 2024

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