

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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Table of Contents:

Oral Care in Belgium
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List Of Contents And Tables

ORAL CARE IN BELGIUM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Oral care faces constraints as volume sales decline

Oral hygiene awareness and wider retail availability boosts sales of niche products

Brands positioned for therapeutic use gain share

PROSPECTS AND OPPORTUNITIES

Price stabilisation to boost demand for oral care

Therapeutic products to keep gaining share

Mouthwashes and dental floss to witness rapid growth

CATEGORY DATA

Table 1 Sales of Oral Care by Category: Value 2018-2023

Table 2 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 3 Sales of Toothbrushes by Category: Value 2018-2023

Table 4 Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 5 Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 6 NBO Company Shares of Oral Care: % Value 2019-2023

Table 7 LBN Brand Shares of Oral Care: % Value 2020-2023

Table 8 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023

Table 9 LBN Brand Shares of Toothpaste: % Value 2020-2023

Table 10 □Forecast Sales of Oral Care by Category: Value 2023-2028

Table 11 □Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 12 □Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 13 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

BEAUTY AND PERSONAL CARE IN BELGIUM

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 14 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 20 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

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Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 23 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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