

## Oral Care in India

Market Direction | 2024-07-18 | 26 pages | Euromonitor

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### Report description:

Oral care in India experienced mid single-digit retail current value growth in 2023, driven by brands expanding their presence in rural markets, and targeting premiumisation in urban areas. Amongst the various categories within oral care, toothpaste was the largest and fastest growing in 2023. Despite this, challenges persist, particularly regarding low per capita consumption of toothpaste in India, which stands at 0.13 litres per person, compared with 0.23 in China, and an Asia Pacific average...

Euromonitor International's Oral Care in India 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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Colgate continues to lead oral care in India

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