

Oral Care in Austria

Market Direction | 2024-08-06 | 23 pages | Euromonitor

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Report description:

Consumer awareness of healthy teeth and oral care remains strong in Austria. As a result, demand for oral care products remained steady with volume sales rising marginally in 2023. In tandem, inflation pushed up unit prices thus positively impacting current value growth. Overall, higher prices resulted in strong value growth in entry-level products across most oral hygiene categories. New product launches within oral care also supported sales in 2023. Haleon launched its new toothpaste Sensodyne...

Euromonitor International's Oral Care in Austria 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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