

Oral Care Market Global Market 2019 Industry Key Players, Trends, Sales, Supply, Demand, Analysis & Forecast By 2025

A new market study, titled "Discover Global Oral Care Market By Upcoming Trends, Growth Drivers and Challenges" has been featured on WiseGuyReports.



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Oral Care Market - 2019-2025

Market Overview

Oral Care refer to serverl kinds of oral consumers,tools and so on which help people keep a good oral health.

Rising awareness among people regarding cosmetic dental treatments and aids in improving personal esthetics has also positively impacted demand for oral care products and solutions. Cosmetic whitening products are being widely used by people to enhance dental esthetics. Geriatrics form the most common target population in the market for oral care. Rising global geriatric population and availability of different types of denture products has made this group a lucrative target, thereby heightening demand for these products.

Toothpaste recorded a good performance during 2018, with the trend towards more specialised toothpaste variants driving current value sales. Many manufacturers focused on periodontitis. To drive sales in the saturated toothpaste category, manufacturers are predicted to continue to focus on toothpaste which targets gum disease, enamel repair, removing plaque and/or whitening teeth. In 2018, Colgate-Palmolive launched Colgate Interdental toothpaste, whilst Procter & Gamble launched Oral-B Pro-Repa.

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The following manufacturers are covered:

Colgate-Palmolive

GlaxoSmithKline

Johnson & Johnson

P&G

Unilever

Anchor Group

Amway, Church & Dwight

Dabur

Dr. Fresh
Himalaya
KAO
Lion
LG
Patanjali
Supersmile

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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 2014-2018, allowing you to identify the sectors driving growth. Forecasts to 2025 illustrate how the market is set to change.

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Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

- Company Profiling

- o Comprehensive profiling of additional market players (up to 3)

- o SWOT Analysis of key players (up to 3)

- Regional Segmentation

- o Market estimations, Forecasts and CAGR of any prominent country as per the clients interest

(Note: Depends of feasibility check)

- Competitive Benchmarking

- o Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Continued ...

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