

# Adult Mouth Care in Brazil

<https://marketpublishers.com/r/AA9F7BD409EEN.html>

Date: September 2016

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: AA9F7BD409EEN

## Abstracts

Adult mouth care in Brazil posted current value growth of 2% in 2016 to reach sales of B\$27 million. This performance was weaker than the 3% current value CAGR registered in the category over the review period. The performance of adult mouth care has historically been hampered by regulations which limit the active ingredients which can be sold over the counter, such as cortisone. In addition, the ongoing economic recession has also contributed to slower value growth in the category in recent yea...

Euromonitor International's Adult Mouth Care in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 illustrate how the market is set to change.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Adult Mouth 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.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Adult Mouth Care: Value 2011-2016

Table 2 Sales of Adult Mouth Care: % Value Growth 2011-2016

Table 3 NBO Company Shares of Adult Mouth Care: % Value 2012-2016

Table 4 LBN Brand Shares of Adult Mouth Care: % Value 2013-2016

Table 5 Forecast Sales of Adult Mouth Care: Value 2016-2021

Table 6 Forecast Sales of Adult Mouth Care: % Value Growth 2016-2021

Hypermarcas SA in Consumer Health (brazil)

Strategic Direction

Key Facts

Summary 1 Hypermarcas SA: Key Facts

Summary 2 Hypermarcas SA: Operational Indicators

Competitive Positioning

Summary 3 Hypermarcas SA: Competitive Position 2016

Executive Summary

Economic Slowdown Persists, Affecting Non-priority Categories More Intensely

Increasing Acceptance of Self-medication/self-care Due To Broadened Accessibility

Aggressive Pricing of Private Label Products Threatens the Competitiveness of Manufacturers

Sports Nutrition Manufacturers Expand Their Portfolios and Invest in Segmentation

Consumer Health Is Expected To Grow at A Slower Pace Over the Forecast Period

Key Trends and Developments

OTC Performs Relative Well During the Economic Slowdown As Growth Rates Slow

Health and Wellness Trend Dips As Prioritisation of Spending Negative Influences

Sales of Vitamins and Dietary Supplements

Affordability Gains More Importance in the Strategies of Manufacturers

Market Indicators

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2011-2016

Table 8 Life Expectancy at Birth 2011-2016

Market Data

Table 9 Sales of Consumer Health by Category: Value 2011-2016

Table 10 Sales of Consumer Health by Category: % Value Growth 2011-2016

Table 11 NBO Company Shares of Consumer Health: % Value 2012-2016

Table 12 LBN Brand Shares of Consumer Health: % Value 2013-2016

Table 13 Distribution of Consumer Health by Format: % Value 2011-2016

Table 14 Distribution of Consumer Health by Format and Category: % Value 2016

Table 15 Forecast Sales of Consumer Health by Category: Value 2016-2021

Table 16 Forecast Sales of Consumer Health by Category: % Value Growth  
2016-2021

Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements Registration and Classification

Self-medication/self-care and Preventive Medicine

Switches

Definitions

Sources

Summary 4 Research Sources

## I would like to order

Product name: Adult Mouth Care in Brazil

Product link: <https://marketpublishers.com/r/AA9F7BD409EEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AA9F7BD409EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970