

# Adult Mouth Care in Iran

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## Abstracts

Adult mouth care has not traditionally been a popular OTC consumer health category in Iran. Although there has been considerable advertising on television and in the print media for the category in recent years, much of which highlights the advantages of medicated mouthwashes for maintaining good oral health, this advertising has not had the desired direct impact on sales of adult mouth care, instead boosting sales of mouthwashes/dental rinses within beauty and personal care. Overall, OTC adult...

Euromonitor International's Adult Mouth Care in Iran report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2008-2012, allowing you to identify the sectors driving growth. Forecasts to 2017 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 Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

August 2013

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