

Oral Care in Hong Kong, China

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The increasing trend towards environmentally-friendly beauty and personal care was also seen in oral care in 2018. The use of charcoal, a highly featured ingredient in toothbrush and toothpaste, continues to expand into several oral care categories. New products such as Colgate Natural Extracts charcoal toothpaste and Mannings charcoal dental floss are well received in Hong Kong for their deep cleaning and whitening properties. Lemon was another up-and-coming whitening ingredient promoted by key...

Euromonitor International's Oral Care in Hong Kong, China 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 2023 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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