

## Oral Care in Finland

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Apart from a few emerging areas such as tooth whitening, oral care has reached maturity. Volumes for products such as manual toothbrushes and toothpaste are not expected to grow. However, consumers are willing to spend more on these products. Oral care value was boosted in 2017 and it is expected to be an area driven by innovation in the forecast period. In 2017, professionally positioned products were one of the most successful areas. When buying oral care products, Finns appreciate products' a...

Euromonitor International's Oral Care in Finland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. Forecasts to 2022 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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