

Oral Care in Saudi Arabia

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Miswak (a teeth-cleaning twig made from the arak tree) has traditionally been used by Muslims, particularly during the holy month of Ramadan since it is allowed while Muslims fast. Moreover, pilgrims performing Umrah and Hajj like to purchase it for themselves and as a souvenir for their loved ones. At the same time, mid to high socioeconomic classes are stepping up their oral hygiene practices such as brushing their teeth twice a day, and using a dental rinse/ mouthwash and dental floss regular...

Euromonitor International's Oral Care in Saudi Arabia 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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