

Oral Care in the Netherlands

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Abstracts

Overall, oral care in the Netherlands saw a minor decline in retail volume sales in 2023, while retail current value sales grew strongly. As was the case in many categories of beauty and personal care, the growth in retail value sales was mainly driven by an increase in the average unit price. In actual terms, toothbrushes and toothpaste contributed most to retail value sales growth. Electric toothbrush units, for instance, performed well as the relatively expensive Oral-B iO contributed strongl...

Euromonitor International's Oral Care in Netherlands report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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