

Oral Care in Vietnam

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Abstracts

Oral care in Vietnam posted steady growth in 2023, continuing a trend that persisted throughout the review period. Growth has been spurred by rising hygiene-consciousness and improved oral care knowledge among local consumers, prompting those in rural areas to pay greater attention to dental health. Vietnamese consumers are replacing their toothbrushes more frequently – typically every 3-6 months – and beginning to opt for electric toothbrushes, though the presence of such products remains low.

Euromonitor International's Oral Care in Vietnam 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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