

# Oral Care Market in Serbia 2021

<https://marketpublishers.com/r/OF4154D9BD16EN.html>

Date: April 2021

Pages: 40

Price: US\$ 550.00 (Single User License)

ID: OF4154D9BD16EN

## Abstracts

Oral care products are intended to cleanse the oral cavity, freshen the breath, and maintain good oral hygiene. In terms of revenue, the oral care market in Serbia is projected to grow at a compound annual growth rate (CAGR) of 4.5% over the analysis period of 2021 to 2027, according to data and analytics company StrategyHelix. Increasing prevalence of dental diseases and related risk, rising awareness about oral health, growing geriatric population associated with edentulism are the key factors driving market growth.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for oral care. The Serbia oral care market is segmented on the basis of product, distribution channel. By product, it is categorized into breath fresheners, dental floss, denture care, mouthwashes and rinses, tooth whiteners, toothbrushes and replacement head, and toothpaste. The toothpaste segment held the largest market share in 2020. By distribution channel, the oral care market is divided into convenience stores, drugstores & pharmacies, hypermarkets & supermarkets, online retailing, and others.

The report has profiled some of the key players of the market such as Colgate-Palmolive Company, GlaxoSmithKline plc (GSK), Henkel AG & Co. KGaA, Procter & Gamble Company (P&G).

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the oral care market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

### Report Scope

Product: breath fresheners, dental floss, denture care, mouthwashes and rinses, tooth whiteners, toothbrushes and replacement head, and toothpaste

Distribution channel: convenience stores, drugstores & pharmacies,  
hypermarkets & supermarkets, online retailing, and others

Years Considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Serbia oral care market

Pinpoint growth sectors and trends for investment

Understand what the future of the oral care market in Serbia looks like

Identify the competitive landscape and window of opportunity

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