



# Oral Care in Saudi Arabia

April 2024

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## KEY DATA FINDINGS

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Sensodyne continues to lead oral care

Sensodyne leads but competition intensifies with ongoing investment in innovation and new product development

Supermarkets, hypermarkets and pharmacies continue to lead the distribution of oral care

### PROSPECTS AND OPPORTUNITIES

Increasing oral health awareness expected to boost sales

Natural, clean and green concepts to continue expanding, while electric toothbrushes become increasingly advanced

E-commerce set to make further inroads in oral care as consumers embrace the convenience of online shopping

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