

# **Oral Care in Brazil**

July 2024

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#### Oral Care in Brazil - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Brazil solidifies itself as the third largest oral care market globally Strong advertising efforts and event sponsorship mainly focused on younger consumers The importance of dentist endorsement and the prevalence of health and beauty specialists

#### PROSPECTS AND OPPORTUNITIES

Increasing government investment in oral health Innovation expected to highly impact oral care over the coming years New methods of nicotine consumption amongst youngsters may challenge oral health

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