

Oral Care in Germany

July 2024

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Oral Care in Germany - Category analysis

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2023 DEVELOPMENTS

Baseline demand drives small sales in oral care Global giants maintain their leads, while there remains room for smaller brands to emerge in specialist areas Omnichannel purchasing patterns noted in oral care

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Sustainability trends expected to become more prominent in oral care Personalisation will help prevent many oral care issues and boost sales of specialised products Could e-commerce outpace health and beauty specialists?

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