

# Oral Care in Austria

June 2023

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## Oral Care in Austria - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Rebound in retail volume terms, while higher prices stimulate retail current value growth  
Ongoing shift to power toothbrushes, but manual toothbrushes retain the preference of consumers  
Procter & Gamble leads the way with strong brands in power toothbrushes and toothpaste

#### PROSPECTS AND OPPORTUNITIES

Switch from manual to electric toothbrushes is set to continue  
Added-value toothpaste to drive value sales  
Dental floss and mouthwashes/dental rinses to ride oral care wave

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