

Oral Care in Uruguay

April 2024

Table of Contents

Oral Care in Uruguay - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for oral care continues to contract due to the cross-border trade
Consumers seek out more effective toothpaste brands with specific ingredients
Colgate-Palmolive maintains its lead thanks to its reputation for innovation and prestige

PROSPECTS AND OPPORTUNITIES

Organic products and those with natural ingredients set to continue attracting consumers
Promotions and discounts to be key planks of efforts to combat the cross-border trade
Supermarkets to remain the leading retail channel for oral care, followed by pharmacies

CATEGORY DATA

- Table 1 - Sales of Oral Care by Category: Value 2018-2023
- Table 2 - Sales of Oral Care by Category: % Value Growth 2018-2023
- Table 3 - Sales of Toothbrushes by Category: Value 2018-2023
- Table 4 - Sales of Toothbrushes by Category: % Value Growth 2018-2023
- Table 5 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023
- Table 6 - NBO Company Shares of Oral Care: % Value 2019-2023
- Table 7 - LBN Brand Shares of Oral Care: % Value 2020-2023
- Table 8 - Forecast Sales of Oral Care by Category: Value 2023-2028
- Table 9 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
- Table 10 - Forecast Sales of Toothbrushes by Category: Value 2023-2028
- Table 11 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

Beauty and Personal Care in Uruguay - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

- Table 12 - Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

APPENDIX

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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