



BRAZIL ORAL CARE MARKET 2019-2025

MARKET OUTLOOK

A Triton Market Research report states that the Brazil oral care market is expected to grow in terms of revenue with a CAGR of 1.93% during the forecasting period from 2019 to 2025.

In Brazil, companies have started investing huge sums on promotional activities to attract consumers, innovating & launching new products to provide for a wider variety of products to consumers as well as on digital advertisements & campaigns to increase and maintain their popularity. They are also shifting towards online selling, thus making shopping convenient for consumers. The beauty and personnel care industry is among the top industries as per the advertisement spending share.

<https://www.tritonmarketresearch.com/reports/brazil-oral-care-market#request-free-sample>

In general, there are two main movements in oral care. Value-added products are growing through already loyal and well-informed consumers, usually those from the middle-to-high socioeconomic strata. Meanwhile, products with a lower price point are gaining sales through new consumers, and those who are starting to trade down due to the country's economic situation and rises in prices.

COMPETITIVE OUTLOOK

Few of the prime players in the market are Procter & Gamble, Colgate-Palmolive, Unilever Brasil Ltda, GlaxoSmithKline Brasil and Johnson & Johnson.