

# Oral Care in Indonesia

April 2024

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### 2023 DEVELOPMENTS

Modest growth in 2023, as consumers cut back on non-essential expenditure

The younger generations are fuelling the growth of the category

Israel-Hamas war begins to impact competitive landscape

### PROSPECTS AND OPPORTUNITIES

Healthy outlook for oral care as consumers move towards health prevention to maintain wellbeing and save money

Environmentally-friendly products will be highly sought after by consumers

Bricks-and-mortar retail channels will continue to dominate distribution of oral care

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