

# Oral Care in Italy

May 2023

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#### Oral Care in Italy - Category analysis

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Oral care shows modest growth supported by demand for essential oral hygiene products Electric toothbrushes slows down due to economic pressures Innovation continues to impact sensitive and gum health toothpaste

#### PROSPECTS AND OPPORTUNITIES

Italian consumers' low but improving oral hygiene standards will sustain growth Electric toothbrushes to recover and drive growth over the forecast period Dental floss to benefit from growing penetration, while denture care will suffer from the declining popularity of dentures

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#### EXECUTIVE SUMMARY

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