

Oral Care in India

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Oral Care in India - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increasing prevalence of whitening and brightening claims fuels growth

Dental care companies strive to improve oral hygiene amongst Indian consumers

Introduction of novel products drives the emergence of new segments

PROSPECTS AND OPPORTUNITIES

Low per capita consumption sets the stage for expansion in the coming years

Oral care brands start to move towards sustainable packaging

Although new oral care categories are emerging, toothpaste likely to remain the most popular product

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