

# Oral Care in Argentina

April 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers focus on essential oral hygiene products as price points rise  
Rising availability in hypermarkets and supermarkets leads to loss of share for other channels  
Colgate-Palmolive focuses on ongoing innovation to retain its leading position

#### PROSPECTS AND OPPORTUNITIES

A fall in retail volume sales as non-essential items decline during price rises  
Private label set to gain ground as price sensitivity rises over the early forecast period  
The future of Procter & Gamble in oral care remains uncertain

#### 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 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023  
Table 9 - LBN Brand Shares of Toothpaste: % Value 2020-2023  
Table 10 - Forecast Sales of Oral Care by Category: Value 2023-2028  
Table 11 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028  
Table 12 - Forecast Sales of Toothbrushes by Category: Value 2023-2028  
Table 13 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

## Beauty and Personal Care in Argentina - 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 14 - Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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