

# Oral Care in the Philippines

April 2024

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## Oral Care in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Celebrity-driven culture underpins quest to achieve the perfect smile  
Health and wellness trend fuels demand for mouthwashes/dental rinses  
Oral care sees an increasing focus on natural and sustainable ingredients and products

#### PROSPECTS AND OPPORTUNITIES

Oral care set to grow and expand as consumers develop more sophisticated routines  
Dental products that can be used on infants offer scope for growth  
Breath strips/mouth fresheners could prove to be popular

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